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THE NATIONAL NEWSPAPER OF MARKETING

Advertisers Have Field Day at Rome Olympics

Officials Enforced Stress on Service, but Brands Got Promotion Aplenty

(Pictures on Page 176)

ROME, Sept. 9—Despite severe restrictions on commercial tie-ins, a number of companies managed to associate themselves with the color and excitement of the XVII Olympic Games, which close here Sunday.

The ground rules set by the organizing committee were designed to insure that all promotional efforts would be in good taste and that the emphasis would be on public service rather than on promoting products.

Use of the 1960 Olympic seal—a female wolf with five interlocking circles—was restricted to those Italian companies (including Italian subsidiaries of foreign companies) which provided the organizing committee with products or services free of charge or at a nominal price.

These companies were able to use the Olympic seal in their ads.

Other companies got exposure here by concentrating their efforts on a selected group—such as journalists, athletes or automobile tourists.

■ Finally, some companies hitched their promotional efforts to the campaigns of the leading Olympic advertisers. Esso, for example, distributed at all its gas stations program booklets published by Philips, one of the companies authorized to use the Olympic seal.

The following is a capsule rundown of the programs of leading advertisers here:

AGIP, Italy's state-owned oil company, was responsible for parking facilities and traffic signals.

In Rome, AGIP erected some 3,000 7' mobile poles at street corners, directing visitors to the two main Olympic sites. In addition, it put up some 1,000 9' poles, with

(Continued on Page 175)

Bristol-Myers Strikes Back via Germicide Claim

Ipana Slew More Decay Germs 'Than Best-Known' Other Brands, Says Copy

NEW YORK, Sept. 8—The dentifrice derby has a rejuvenated entrant this week, with the introduction of the new "germ-killing" Ipana with hexachlorophene, dressed up in a newly designed package.

Bristol-Myers Co. is promoting its new Ipana as "the one that

(Continued on Page 10)

'Time to Get Tough' . . .

Cummings Hints 'Solution' Near for Answering Critics of Advertising

NEW YORK, Sept. 9—Barton A. Cummings, prssident of Compton Advertising, indicated to the National Business Publications conference today that it was time for the people in advertising to think about getting tough with the critics of the industry.

Making the keynote speech at the two-day conference, Mr. Cummings hinted that the advertising world would be coming up soon with a potent rebuttal to the political attacks "on our left flank."

He said that several courses of action suggest themselves.

"I think we may have a solution soon to be made public as to what we in the advertising business, and those in education who are interested in advertising, can do to combat the low esteem in which advertising finds itself today."

He indicated to ADVERTISING AGE afterwards that the form this rebuttal would take was still being formulated.

■ Mr. Cummings said that many things said about advertising are not only unfair but untrue. The political critics seemed intent on turning the name Madison Avenue not only into a term of abuse but also an epithet.

"It was particularly distressing to me to hear the governor of my native state of Illinois, who was once one of my fellow undergraduates at the University of Illinois, contribute his quota of stupid remarks about advertising.

"This sort of irresponsible talk has been going on for too long. It will go on even longer unless we all do something about it."

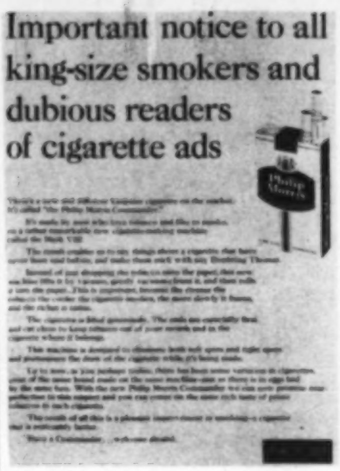
The headline-hunters, he added, have done a great deal of damage to long respected companies, and corporate images which have taken years to establish have been tarnished by innuendo.

"Decent business men have had their reputations seriously damaged for no good reason except that they were successful business men—and showed a profit."

■ Mr. Cummings indicated that in the final analysis the real justification for the advertising industry is the fact that "advertising is truly an economic force." He said that the industry is part and parcel of the free enterprise system, an economic and social fact somehow lost in the hurly-burly of the current appraisal of the nature of the times.

The fault may lie with the people in advertising themselves, he added, for failing to get through to the nation what function advertis-

(Continued on Page 10)



Important notice to all king-size smokers and dubious readers of cigarette ads

Philip Morris

LOVE THAT WEED—*Philip Morris will break ads like this on Sept. 15 to announce its new king-size Commander.*

Commander Ads Promote Cigaret as 'Vacuum-Clean'

New Brand, 5mm Longer Than Present Long-Size Philip Morris, Bows Sept. 15

NEW YORK, Sept. 6—Philip Morris today officially announced details of its upcoming advertising campaign for its new king-size, non-filter Commander cigaret (AA, Aug. 29). Where the earlier story in AA spoke of a $5,000,000 introductory campaign, Philip Morris people today referred guardedly to "multi-million dollar outlays" between Sept. 15 and year's end.

Commander, made by "revolutionary electronic and vacuum techniques," will be pushed via newspaper space in the 50 states and four-color spreads in consum-

(Continued on Page 175)

Prices Rise as Frustrated Investors Vie for Smaller-Market TV Stations

Big Turnover Is Over; Buyers Pay More, Are Choosier, Brokers Say

By Rance E. Crain

WASHINGTON, Sept. 9—Buyers who pay fancy prices for tv stations are crazy like foxes, brokers here and in New York have assured ADVERTISING AGE.

Big money deals are no longer a novelty, even in moderate-size markets. There was hardly a stir when one station, for instance, in a city under 200,000 went recently for almost $3,500,000. The reason, most brokers agree, is a shortage of available stations in big U.S. cities.

An obvious reason why prices keep going up is that buyers who are anxious to put up big money are finding it harder to locate takers these days. Despite the scarcity of available stations, the number of buyers continues to increase.

In terms of today's earnings, prices may seem high, but investors who eagerly shell out millions to obtain footholds in the medium markets are confident that the stations' potential will bear the price.

■ While today's deals may be more spectacular, brokers insist that the era of quick sales has slowed down. The free-wheeling pace of the '50s will be replaced by more selective buying in the '60s, they predict.

In the middle 1950s, when the "freeze" on tv channels thawed out, there was a rush to buy out

(Continued on Page 168)

Canadian Ford Assigns Comet to Vickers & Benson

TORONTO, Sept. 8—Ford Motor Co. of Canada has awarded the advertising account of Comet cars to Vickers & Benson. The account will bill an estimated $400,000.

The Comet, which first appeared in the U.S. in March, will be put on the Canadian market this autumn, through Meteor-Mercury-Lincoln dealers, and will replace the ill-fated Frontenac, which the company has scrapped.

The Frontenac, a Canadian version of the Falcon, was launched last year and sold through Meteor-Mercury-Lincoln dealers. Vickers & Benson handled the account, estimated to bill about $200,000.

J. Walter Thompson Co. directs advertising here for Ford, Monarch and Falcon. It is understood that Frontenac unit sales did not top the 10,000 mark. #

Sunkist Names Leo Burnett for Canada Account

Spitzer & Mills Loses; Merger with Ted Bates Would Create a Conflict

LOS ANGELES, Sept. 9—Sunkist Growers has selected a new agency to handle its fresh fruit advertising in Canada, and an impending agency merger seems to have triggered the account switch.

Leo Burnett Co. will take over the account from Spitzer & Mills, Toronto, on Nov. 1 (the start of a new crop year), thus ending an agency-client relationship that started back in 1942. The account bills about $160,000.

In announcing the appointment of Burnett, Sunkist's advertising manager, Russell Z. Eller, said that "recurring rumors persist that Spitzer & Mills will merge with another agency and, to date, no denial of these rumors has been made by Spitzer & Mills."

The "recurring rumors" that Mr. Eller referred to concerned the forthcoming merger of Ted Bates & Co., New York, with Spitzer & Mills. Such a merger would apparently set up at least one account conflict, as Bates handles Minute Maid.

■ Neither Ted Bates nor Spitzer & Mills would confirm the merger, but informed sources said it would take place within the next two weeks. Rumors concerning the merger have been kicking around for several months, and were denied three months ago (AA, June 6) by W. H. Reid, president of Spitzer & Mills, who said that his agency "had been approached recently by two or three U. S. shops . . . but we have made no deal. However, we can't say what will happen tomorrow."

The Sunset Canadian acquisition is the second piece of Sunkist business that Leo Burnett has landed this year. In May the agency was named to handle fresh

(Continued on Page 2)

Last Minute News Flashes

P&G Tests Downy; Tide in Soluble Packs; Salvo

CINCINNATI, Sept. 9—Procter & Gamble Co. is introducing Downy, a blue liquid fabric softener in a blue plastic container, in three markets, and Tide in a one-wash-packet form, in Jacksonville, Fla. Spot tv ads for Downy, stressing fabric softness, ease of ironing and static electricity, are running in the Indianapolis, Portland, Me., and Lubbock-Amarillo areas, placed by Grey Advertising Agency. The Tide product is individually packaged in a transparent polyvinyl alcohol film (PVA) envelope, which dissolves instantly in a washing machine, and is being sold in an eight-packet "family" size and 16-packet "queen" size. Benton & Bowles is handling this test. Meanwhile, Procter & Gamble Co. of Canada has started test marketing Tide Redi-Paks, also through B&B, and Salvo, a heavy duty laundry detergent, through Leo Burnett.

Abbott Chemical Account to Brady

MILWAUKEE, Sept. 9—Advertising of agricultural products of the chemical marketing division of Abbott Laboratories, North Chicago, Ill., has been placed with the Brady Co., Milwaukee and Appleton. Western Advertising Agency, Chicago, was the previous agency. The account has billed between $400,000 and $500,000 in space and time and perhaps half as much again in movies, slide films and collateral material.

Minnesota Mining Moves Industrial Tapes to KVPD

ST. PAUL, Sept. [illegible]—Minnesota Mining & Mfg. Co. has switched advertising for its industrial trades tape division from Batten, Barton, Durstine & Osborn to Klau-Van Pietersom-Dunlap. The account bills more than $200,000. Other finalists were McCann-Erickson; Erwin Wasey, Ruthrauff & Ryan, and MacManus, John & Adams.

(Additional News Flashes on Page 167)

Lederle's Ad Bill: $3.51 per Doctor per Month, Kefauver Probers Are Told

But Annual Figure of $8,464,000 Omits Detail Men (Cost: $13,000,000)

Washington, Sept. 8—Drug investigators had kind words for the advertising of Lederle Laboratories division of American Cyanamid Co. today, after gently chiding the company for trying to sugarcoat its promotional expenses.

Appearing before the Senate subcommittee on anti-trust and monopoly, Dr. W. G. Malcomb, president of American Cyanamid, stated the company's promotional outlay in terms of cost per doctor per month.

Dr. Malcomb said it spends $1.06 per doctor per month in medical journals and 52¢ in direct mail advertising. He told the subcommittee that $1.33 per doctor per month (or 80% of advertising and promotional costs) goes for samples.

Other advertising and promotional expenses included 28¢ monthly for other ads and 32¢ monthly for other promotion for each doctor.

▪ After doing some fast arithmetic, the subcommittee established this morning that advertising and promotion costs, based on an estimated 200,000 doctors in the U.S., comes out to about $702,000 a month, or $8,464,000 a year. The figure was accepted by Lyman Duncan, manager of the Lederle Laboratories division.

Not included in the promotion budget, however, are the expenses and salaries of the 800 detail men working for Lederle—the biggest item in the company's promotional program.

Under questioning, Dr. Malcomb admitted that the detail men add $13,000,000 to $15,000,000 a year to the company's promotion bill.

On the subject of advertising, Dr. Malcomb spoke proudly of Lederle's procedures.

▪ "Our literature distributed to physicians and our advertising in medical journals put into short and readable form the more important information to be derived from the clinical literature," he said.

"In preparing our material, we employ highly trained workers, many of them physicians, and we are careful not to overstate our claims or make inaccurate statements. In fact, all of our advertising is subject to an absolute veto by our medical director, Dr. Benjamin W. Carey, whose decision has never been overridden."

▪ Sen. Estes Kefauver (D., Tenn.), chairman of the subcommittee, gave Lederle a gentle scolding for omitting the cost of the detail men in figuring advertising and promotional expenses, but he admitted that "we haven't found a great deal to fuss about" in other Lederle advertising operations.

What the subcommittee did take a long look at was the "rigid and identical prices" and the high profit rates of the Lederle setup.

Before asking Dr. Malcomb for an explanation, the subcommittee chairman pointed out that Lederle's profit of 17.7% was three times the rate of most companies. And he thought it was strange that the company's prices for broad-spectrum antibiotics—aureomycin, chloromycetin, terramycin, and tetracycline—had remained stuck at $5.10 for 16 250mg capsules since 1951.

▪ In answer to Sen. Kefauver's query, "Why do you feel you have to make so much money?" Dr. Malcomb said that Lederle requires a profit margin "fair to the consumer and commensurate with the risk nature of our new business."

He explained to the subcommittee that two-thirds of the company's profits in five years will come from products not yet on the market. He indicated that the company must store away a nest egg "in case these 'replacement products' don't pan out."

Mr. Duncan fielded the question of rigid prices.

He said a "fair and reasonable" price was reached in 1951, which the company has maintained even in the face of rising costs.

Although prices of Lederle, Pfizer, Bristol, Parke-Davis, Squibb, and Upjohn are almost identical, competition is keen, he told the subcommittee. "There are other forms of competition besides price cuts, and often they are just as keen and effective," he said. "One such form is to offer a better and more expensive product at the same price as the one on the market. . . . I do not think Lederle should be criticized now for charging the same price for drugs that cost more, and giving the public better drugs for the same price."

▪ Mr. Duncan emphasized that Lederle "has nothing to do with other companies' prices. . . . but in a product as competitive as the broad spectrums, I am sure that if they charged more than Lederle, we would take business from them, and vice versa . . . where there is vigorous competition between articles performing the same function, it is not unusual to find identical prices.

"This is why the prices of many competing drugs, just like the prices of gasoline at the local filling stations, are identical," he said.

▪ Lederle also took issue with testimony offered in April by Dr. Solomon Garb, which criticized two of its ads. The company stated that "far from trying to subordinate the generic name to the point of virtual concealment, as inferred by Dr. Garb, Lederle has demonstrated its desire to implant the admittedly long but wholly meaningful generic name in the physician's mind."

The hearing is scheduled to conclude next Wednesday after the subcommittee hears from heads of Bristol-Myers, Parke, Davis & Co. and Eli Lilly. #

Rinse Ear Wax Out

DOCTORS WARN: *Don't dig sharp points into your ears.*

Use Kerid® Drops...then rinse wax out!

SAFE. New Kerid Drops with medically approved ingredients are specially formulated to soften and loosen even stubborn, impacted ear-wax without harming delicate tissues or hearing organs. With Kerid Drops you use the same method many doctors are finding so effective right now! Kerid Drops end puncture danger and ear-wax interference with ear function. **PAINLESS.** This new medical development brings children and adults freedom from the fear of painful wax removal with surgical instruments, pins or pencils. Just drop Kerid in, then in minutes *rinse* ear-wax out safely, painlessly. **GUARANTEED.** New Kerid Drops must remove ear-wax safely, painlessly, speedily, or your money refunded. Same method many doctors now use. Sold without prescription for home use.

Special offer...Save 25¢ on Kerid Kit with Syringe.

DON'T DIG— *This is the new ad Blair is using for Kerid.*

GM Now Confirms Ad Age Story—It Will Renew Motorama

Detroit, Sept. 6—General Motors today confirmed that it will present another Motorama show in New York in November, then take it to the West Coast for showing in San Francisco and Los Angeles in January and February. **Advertising Age** reported last spring that GM would stage the show, despite denials from the company (AA, May 16).

The New York opening, set for Nov. 3, will be a scant two weeks after the ending of the National Automobile Show in Detroit, which concludes Oct. 23.

The last Motorama produced by GM was in 1958, when it was shown only in New York and Boston, as part of the observance of General Motors' 50th anniversary.

▪ The coming event will be the seventh Motorama. The first was held only in New York in 1950. There were no shows in the following two years, due to the Korean war, but they were resumed in 1953, and were held most of the ensuing years until 1958.

More than 8,500,000 persons have viewed the GM shows over the years, making it the most widely attended industrial exhibition of its kind.

The New York showing, as in the past, will be in the Waldorf-Astoria Hotel, from Nov. 3-10.

The show then will go into storage until after Jan. 1. It will next appear on the West Coast, in San Francisco's Civic Auditorium from Jan. 7 through Jan. 15, and in Pan Pacific Auditorium, Los Angeles, Jan. 28 through Feb. 5.

Motorama will present under one roof the complete line of 1961 General Motors cars, plus products of other GM divisions. #

Newspaper R.O.P. Color Ads to Back Reformulated Kerid

New York, Sept. 9—Kerid, the liquid ear wax remover, which was withdrawn from the market and reformulated last year, is on the comeback trail and will break a $100,000 four-month national drive, starting Sept. 12.

Six weeks ago, Blair Laboratories appointed a new agency, Maxwell Sackheim-Franklin Bruck, to handle the product, originally launched by Doyle Dane Bernbach. In a switch from the Sunday supplements used in the past, the new campaign will use chiefly newspaper r.o.p. color in 102 cities across the country.

In addition, saturation radio will be used in Kansas City and Atlanta, and radio will be tested in "many" other markets. The newspaper ads will have varied degrees of frequency and size and the campaign is "geared to provide maximum consumer impressions in order to reach ear wax removal customers when they're suffering and looking for help," according to Joseph Daffner, exec vp of Blair.

▪ Actually, the budget for the new campaign is only about one-third of that spent between March

(Continued on Page 170)

Smith/Greenland Adds Two

Smith/Greenland Co., New York, has been appointed to handle advertising for Noxon, an all-purpose metal polish of Noxon Inc. Rose-Martin formerly handled the account. Smith/Greenland also has been named to handle advertising for Claridge Foods Inc. A heavy eight-week radio drive will break in the New York and Philadelphia markets Sept. 15 for the Claridge line of canned meats. Charles W. Hoyt Co. is the previous agency.

Highlights of This Week's Issue

W. A. Sheaffer Pen Co. schedules a five-phase print campaign for fall and the holiday season .... Page 12

William Carter Co. will use four-color pages and spreads in consumer magazines for its fall-winter campaign, for its infant's and children's underwear, sleepwear and outer wear, as well as men's underwear .... Page 24

True's "Beverage Industry Trends" report shows that vodka is gaining favor in the U. S. .... Page 47

Blumenthal Bros. Chocolate Co. will launch a tv spot campaign in mid-September for its Goobers and Raisinets, using 30 stations in 21 markets ....Page 56

San Giorgio Macaroni Co. will mix food with fashion for a heavy fall campaign to include fashion shows, four-color pages in five magazines and in four Sunday supplements .... Page 58

Advertising Age will hold its second annual Advertising Agency Management Workshop at the Palmer House, Chicago, Oct. 27-28 .... Page 74

American Motors plans an $11,000,000 plant expansion project .... Page 88

Webcor Inc. backs "a new approach to advertising sound reproduction packages and components" with a $700,000 print campaign between now and the Christmas holidays for its electronic wares .... Page 94

National Industrial Conference Board survey shows motivation research techniques "supplement, not supplant, conventional marketing research" ....Page 98

Bureau of Labor Statistics says on the basis of autumn 1959 prices, the annual budget for "modest but adequate" living for a four-person urban family in 20 U. S. cities should range from a $5,370 low in Houston to $6,567 in Chicago .... Page 107

TV set saturation crept up to 88% of all households by May, 1960, according to the Bureau of the Census .... Page 110

The first brewery-sponsored television programs have been shown on the Canadian Broadcasting Corp's eastern network in Ontario, following relaxation of the Ontario code .... Page 111

International Shoe Co. will use radio in more than 45 markets for its new "Sound of Christmas" promotion this winter .... Page 120

American Newspaper Publishers Assn. appoints Eugene Gardner, formerly with Edison Electric Institute, to manage its newly formed Newspaper Information Service .... Page 123

Lever Bros. broadens and realigns its merchandising activities in two divisions, in a move necessitated by increases in the number and variety of products in the divisions .... Page 124

Gardner Advertising Co. reveals the key role it played in bringing the 1960 summer Olympics to American television audiences .... Page 131

FIGURES TO FILE

TV Industry Sales & Income, 1957-1959 .... Page 12
What a Family Needs to Live 'Modestly': 20 U. S. Cities .... Page 108
TV Specials: 1960-1961 .... Page 115

REGULAR FEATURES

Advertising Market Place 172
Agencies Ask Us 149
Along Media Path 82
Coming Conventions 164
Creative Man's Corner 138
Editorials 16
Employe Communications 149
Getting Personal 20
Information for Advertisers 26
Learning from Retail Ads 144
Merchandising Ideas 160
Obituaries 2, 12, 102, 125, 168
On the Legal Front 150
On the Merchandising Front 142
Peeled Eye Dept. 142
Photographic Review 128
Rough Proofs 16
Salesense in Ads 150
This Week in Washington 8
Tyler Picks Ten 146
Versatile Adman 166
Voice of the Advertiser 118
What They're Saying 16

Marchal to Use Dailies to Push Light-Up Jewelry

Electronic Components Used in Missiles Will Function in Yule Product

New York, Sept. 8—Marchal Jewelers this Christmas will be promoting "Electronic" jewelry that lights up.

The company, which claims to be the world's largest manufacturer of 14kt. gold charms, is introducing a line of nine lightable charms, each featuring a tiny battery and bulb, called Marchalite. The company also has designed a Marchalite attachment for keys to throw a beam of light on the keyhole.

▪ Introductory advertising will be a Christmas campaign starting in late October in newspapers. Insertions in the *New York Herald Tribune*, *Times* and *Wall Street Journal* are planned initially. The company will then "wait and see" before making further ad plans.

The charms will retail from $39 to $90; the key tip will retail for $48. The bulb used is Sylvania Electric Products' Mite-T-Lite, originally designed for use in missiles, computers, etc. The battery is a P. R. Mallory mercury battery, a version of the ones used in walkie-talkies, hearing aids, etc.

Maybelle F. Hall Co. is the agency. #

Sunkist Names Leo Burnett for Canada Account

(Continued from Page 1)

lemon advertising for Sunkist (AA, May 23), replacing Foote, Cone & Belding on this portion of the Sunkist account; FC&B had been handling all Sunkist advertising for 52 years and still handles oranges and other Sunkist products in the U. S.

▪ Spitzer & Mills has a history that parallels Foote, Cone & Belding's, each being an outgrowth of the old Lord & Thomas agency. FC&B was formed in 1942 when Albert Lasker dissolved Lord & Thomas and the Messrs. Foote, Cone & Belding formed a successor agency to carry on work for L&T clients. At the same time the two L&T men who headed that agency's Toronto office—J. W. Spitzer and G. F. Mills—formed the agency that bears their name.

In addition to losing an account, Spitzer & Mills also will lose an account man. Fred Collins, vp and merchandising director, who handles Sunkist's fresh fruit advertising for the agency, has resigned effective Sept. 30. #

Frederick Kugel, Editor and Publisher of 'Television,' Dies

Islip, N. Y., Sept. 7—Frederick A. Kugel, 45, editor and publishe of *Television Magazine*, died toda of a heart ailment in Southsid Hospital.

Mr. Kugel, whose magazine gre up with the medium of televisio was a very familiar figure in th industry. One of the first to see th tremendous growth possibilities i the new field, he founded *Television Magazine* in 1944.

Mr. Kugel was active in th programming projects ("Datelin U. N." etc.) of the U.S. Broadcasters Committee on World Affairs, of which he was chairman.

Sweet Request for TV Ad Re-Run Has a Vinegary Flavor

PORTLAND ORE., Sept. 7—An adman's dream seemed to come true here recently when a viewer wrote to a tv station asking that a commercial be repeated because his wife had missed it.

"Would you please do that Hood River apple juice commercial of Aug. 16 over again, as my wife did not see it," wrote Ivan Hathaway of Vancouver, Wash., to KOIN-TV.

The station personnel grinned, and with pleasure turned the card over to Pacific National Advertising Agency, which directs the advertising for Apple Growers Assn. of Hood River, its client.

■ The Apple Growers Assn. of Hood River has advertised its products for some five years on KOIN-TV, and currently runs a spot just before the 6 p.m. news. In this one, pretty Glenna Page, a freelance artist, extols the virtues of Hood River apple juice, pours a glass, and sips with obvious satisfaction the tangy nectar of the apple. Or so the script goes.

Miss Page, on camera "live," poured the juice while she talked, and put it to her lips. The wry, comical, almost horrible expression that came to her face was what prompted Mr. Hathaway's request.

For the bottle contained, not sweet apple juice, but vinegar. Miss Page recovered nicely, though. She swallowed rapidly, then added, "and Hood River apple vinegar is good for salads." #

SPHINX—*Mary Linn Mason tapes a Sphinx Ezerase typing paper commercial for Saxon Paper Corp. One of the first paper distributors to use television, Saxon is sponsoring several shows on WNTA-TV, Newark, N.J., including "Open End," "Mike Wallace Anthology," "Ted Steele's Dance Party" and "Movie of the Week." Guth, Francis & Richards, New York, is the agency.*

Herbst Ad Chief's Ideas Bring Agency Split; Successor Search Also Novel

One Agency Man Writes to Shoe Management to Warn It's Been 'Sold'

MILWAUKEE, Sept. 8—A relatively small shoe manufacturer and a 28-year-old advertising manager, whose shoe merchandising experience extends back only a year and a half, are currently providing Milwaukee advertising circles with more conversational stimulation than anything that has happened in years.

The manufacturer is Herbst Shoe Mfg. Co., maker of children's shoes, with an advertising budget of around $50,000. The 28-year-old adman is Thomas McConnell, who joined Herbst in March of last year. Before that, he was with Adolph's Ltd., Burbank, Cal., the meat tenderizer organization, as assistant to the president, doing sales promotion and public relations.

Mr. McConnell's ideas on shoe

(Continued on Page 104)

'Prerequisite' Check List Is Newest Wrinkle in Agency Questionnairing

Herbst Shoe Mfg. Co.'s advertising manager, Thomas McConnell, has added a new touch to the agency questionnaire routine, with a "prerequisite check list" mailed to 87 agencies in the Milwaukee area, urging them to solicit the Child Life shoe account. Those receiving the pink "prerequisite" sheet were advised not to return it, but to complete it before considering the formal four-page questionnaire which accompanied it. Text of the "prerequisite" sheet follows.

Question

1. Is your agency located in Milwaukee?
2. Do you employ *less than* 13 persons on all agency business?
3. Are you free from accounts which would compete with ours? (If you handle a shoe or footwear account, your answer would certainly be "no.")
4. Does your agency understand and is it able to operate under the "marketing concept?" (If you don't know what it is, your answer should be "no.")
5. Is your agency able to handle projects in the broad areas of marketing research?
6. Are you able and would you be satisfied to operate within a budget which calls for little national media space?
7. Have you had experience with a distribution system similar to ours?
8. Are you free from restrictive agreements with printers, engravers, etc.?
9. Make a brief examination of the formal questionnaire. Do you believe an account searching for a new advertising agency has the right to make such a thorough inquiry before inviting an agency to make a presentation?

* * *

If you have answered "no" to any of the above questions it will be *unnecessary* for you to complete the formal questionnaire . . . unless you wish to recommend another agency. If so, we'd certainly appreciate the completion of questions 1-6 on the formal questionnaire.

Thank you for considering our account.

AIA Starts Poll of Members on IARI Autonomy

NEW YORK, Sept. 6—The Assn. of Industrial Advertisers has begun polling its members by mail to sound them out on a hassle over the Industrial Advertising Research Institute.

The issue started at the AIA conference in San Francisco in 1959 and blew up afresh last June in Washington (AA, June 13).

IARI contends that the institute, an offspring of AIA, should be autonomous to insure objectivity in its activities. A poll of IARI subscribers showed their support for the demand for separation. But the AIA board has insisted that the AIA members, too, express their opinions, and a convention showdown in June was averted by the decision to take a poll.

■ In the current letter going to all AIA members, board chairman Jay M. Sharp states that he wants the replies before the end of the month.

Outlining the relationship between the AIA and IARI, Mr. Sharp states that the research institute is an organization created legally, by AIA laws, but operating as an almost autonomous body. "Its income and expenditures are completely separate from AIA's. Its subscribers are companies, whereas AIA's members are individuals.

"While AIA's board of directors must approve the "rules and regulations" under which the institute operates, this approval has been practically automatic.

"Its administration is under its own board of trustees. Its director, Dr. Bachelder, reports to those trustees rather than to anyone in AIA."

Mr. Sharp adds: "The purpose of this letter is to sound you out—to learn what you think should be done." #

'Material Handling' Adds Rates

Material Handling Engineering, Cleveland, effective Jan. 1, has added a rate schedule for inserts of eight or more pages. They are 8 pages, $5,075; 12 pages, $7,250; 16 pages, $8,700. Charges on inserts fewer than eight pages do not change.

Anderson Electric Names Luckie

Anderson Electric Corp., Leeds, Ala., manufacturer of electric connectors and fittings, has named Robert Luckie & Co., Birmingham, as its agency. Tucker-Wayne, Atlanta, is the former agency.

Tranquility Field Disquieted . . .

Librium Becomes No. 1 Tranquilizer, Though Outspent by Rival Advertiser

Roche Product Relies Heavily on Mail and Medical Press

By Milton Moskowitz

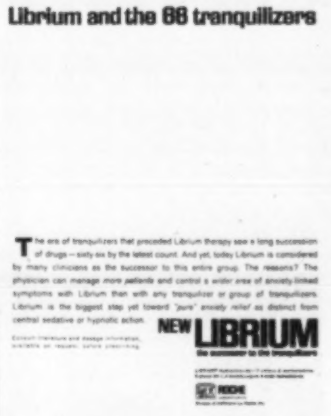
NEW YORK, Sept. 6—Hoffman-La Roche, Swiss-owned chemical and drug house, has captured a major share of the U.S. tranquilizer market with its new drug, Librium.

Roche Laboratories, ethical drug division of the Nutley, N.J., subsidiary, marketed Librium in March of this year, after the drug had come through two years of clinical testing with flying colors.

The drug took off in the market like a bird. It needed only three months to become the No. 1 product in new tranquilizer prescriptions. Roche thus has the hottest prescription product of 1960.

Librium's sales are now running at an annual rate in excess of $10,000,000. The product seems a cinch to become a member of that select group of ethicals in the plus-$20,000,000 class.

■ Behind the success is, of course, the efficacy of the drug. Librium is the first new tranquilizer type to be marketed in five years, and it boasts several product advantages over predecessors.



Librium and the 66 tranquilizers

The era of tranquilizers that preceded Librium therapy saw a long succession of drugs—sixty-six by the latest count. And yet, today Librium is considered by many clinicians as the successor to this entire group. The reasons? The physician can manage *more patients* and control a *wider area* of anxiety-linked symptoms with Librium than with any tranquilizer or group of tranquilizers. Librium is the biggest step yet toward "pure" anxiety *relief* as distinct from central sedative or hypnotic action.

Consult literature and dosage information, available on request, before prescribing.

NEW LIBRIUM

the successor to the tranquilizers

ROCHE

THE SUCCESSOR—*All-copy journal ads noted that Librium was preceded by 66 tranquilizers, yet today "Librium is considered by many clinicians as the successor to this entire group."*

Also behind the success, however, is an integrated marketing program that exposed Librium to physicians all over the country via medical journal advertising, direct mail and calls by sales representatives (detail men). Surveys taken after the first three months of the campaign indicated that

(Continued on Page 66)

Ayerst Drops Enloe; Ponders Successor Shop

Bristol Labs Names Sproul & Associates for New Product

NEW YORK, Sept. 8—Ayerst Laboratories division of American Home Products and Cortez F. Enloe Inc. will part company at the end of the year.

Enloe has been servicing this ethical drug account for more than 10 years, although the bulk of Ayerst's advertising is handled by Paul Klemtner & Co., Newark.

A third agency—Jordan, Sieber & Corbett—also has a piece of the account.

Whitmore Jensen, ad manager of Ayerst, said the company is now talking with agencies, but he added that no decision has been made yet as to whether the business will go to a new shop or one of the agencies already on the Ayerst roster.

■ In another move on the ethical drug front this week, Bristol Laboratories division of Bristol-Myers Co. appointed Sproul & Associates to handle advertising for its new synthetic penicillin, Staphcillin. The Bristol account is split between Burdick & Becker and Sproul (formerly Noyes & Sproul). #

ED SPITZER *has been named vp and creative director of W. B. Doner & Co., New York. He formerly was group advertising director of Revlon Inc.*

'Audit Bureau of Criticism' Is Urged by Weir

CLEVELAND, Sept. 8—A proposal that advertising set up an "audit bureau of criticism" that would allow the ad business to "impose the necessary discipline on itself to avoid excesses" was made here today by Walter Weir.

Speaking at a Cleveland Advertising Club-Audit Bureau of Circulations meeting here, the executive committee chairman of Donahue & Coe, New York, said such an audit bureau of criticism "would have to consist of people not earning their livelihood directly from the creation of advertising.

"Certainly," he went on, "the woods are full today of distinguished former advertising men, now honorably retired, from among whose number one or more might be found to head up such an operation. He would, of course, have to be assisted—probably by a legal staff, perhaps by a general semanticist or two, and quite likely by some independent creative people capable of suggesting ways and means by which a distasteful appeal might be modified without any loss of its persuasive power."

■ Mr. Weir, whose most recent book, "On the Writing of Advertising," advocated more ethical, moral and honest advertising, said his new kind of "ABC" would "have to have a research staff constantly in the field, or a broadly scattered and representative consumer panel, so that the criticisms audited would be those of the pub-

(Continued on Page 10)

Brown & Williamson Will Use New Logo Starting in Fall Ads

LOUISVILLE, Sept. 6—Brown & Williamson Tobacco Corp., aiming to "further strengthen loyalty to B&W's brands," is off on a new tack in its advertising strategy this fall.

A newly designed corporate logotype, consisting of a large "B&W" superimposed on three crossed tobacco leaves, will be used in closing posters on all its network tv and syndicated programs, as well as in print advertising.

■ John W. Burgard, advertising vp of B&W, said that the company identification with its products, which will be developed through use of the new logo, is intended to strengthen loyalty to the company's brands and "aid in the introduction of new products."

Already this year, he added, B&W has introduced two new cigarets—the light menthol Belair and tobacco-filter Kentucky Kings.

The new emblem eventually will be used on all B&W packages and cartons.

Frank Gianninoto & Associates, New York, prepared the logo. #

P&G Boosts Two in Canada

G. P. French, an associate brand promotion manager at Procter & Gamble Co. of Canada Ltd., has also been named media operation supervisor. In addition, Procter & Gamble has named K. W. Sonner manager of copy and productions. Mr. Sonner was formerly manager of the copy section.

Wells Joins Leland Bisbee

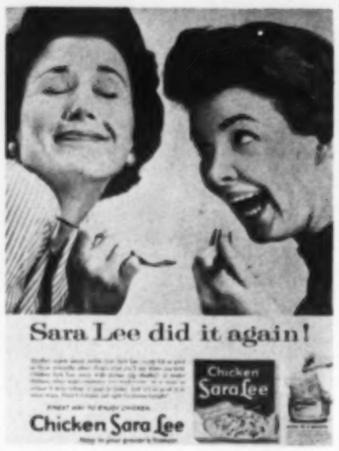
James G. Wells has joined Leland Bisbee Broadcasting Co., Phoenix, as national advertising sales director. Bisbee owns KRUX, Phoenix, and recently purchased KTKT, Tucson, subject to FCC approval. Mr. Wells was formerly a vp and director of Rumrill Co.

Motif in New Sara Lee Ads Is Pleased Eaters

Why Show Product in Ad? Asks Adman; Too Many Food Ads Look Alike

CHICAGO, Sept. 7—In an effort to get away from stereotyped food advertising, Kitchens of Sara Lee will launch a new campaign tomorrow for its Chicken Sara Lee. The ads will carry only a small illustration of the product in its package.

The campaign will run from Sept. 8 through Sept. 23 with b&w large space ads in newspapers in Chicago and New York. The 1,680- and 1,000-line ads will run in the *Chicago Daily News, Chicago Tribune, Newark News Newsday, New York Daily News, New York Times* and the Westchester Group of 10 newspapers.



CHICKEN SARA LEE—*Kitchens of Sara Lee will launch a new campaign with a new approach for its Chicken Sara Lee during September with large space ads like this one in New York and Chicago newspapers.*

The new ads represent a radical departure for Sara Lee, which has always featured large and tasty-looking illustrations of its bakery products. When the company first introduced its heat-and-serve frozen chicken product in New York a year ago (AA, Oct. 12), introductory ads (some in full color) featured a large plate of the chicken.

■ Sherman E. Rogers, who recently joined Cunningham & Walsh, Chicago, Sara Lee's agency, as vp and creative director, is the man largely responsible for the new look.

"There is a sameness to food advertising; much of it looks alike," Mr. Rogers said. "And because food ads look pretty much the same and because the amount of food advertising has increased over recent years, it has become increasingly more difficult to attract the attention of consumers who read ads.

"Why do you have to show a picture of a food product in your ad" Mr. Rogers asked. "We felt it was time to introduce new dynamics into food ads. Why not convey what the product will impart to you in pleasure and enjoyment?"

■ The new series of three ads features large illustrations of people, who are praising Chicken Sara Lee via facial expressions. One ad shows a man demonstrating to a friend the size of pieces of the chicken. The headline reads, "Chunks of chicken this big." The short copy below reads, in part: "Here's a dish fit for the king of any castle, large or small. Big chunks of chicken, water chestnuts, mushrooms. All simmered in a superb special sauce. It's so good in so many ways—how about Chicken Sara Lee tonight?"

Another ad features a woman winking. The headline reads, "I've lost my husband to Sara Lee." A third ad shows two women with forks and ecstatic expressions. The headline says, "Sara Lee did it again."

Mr. Rogers disclosed that Sara Lee will adopt a similar approach in a new series of cake ads which will start running in a month or so.

Longines-Wittnauer Sets 8 Hour TV Specials on Candidates

Longines-Wittnauer Watch Co., New York, will sponsor eight one-hour public affairs specials, "The Campaign & the Candidates," on NBC-TV Saturdays at 9:30 p.m., EDT, from Sept. 17 through Nov. 5 (see separate story for other tv specials, page 114). The watch company's agency, Victor A. Bennett Co., said it would run commercials two minutes long or longer in four of these shows so as not to interrupt interviews with the major candidates. The Presidential and Vice-Presidential candidates are scheduled for appearances on separate shows.

Other new sponsors at NBC-TV include American Photocopy Equipment Co. (Irving J. Rosenbloom & Associates), which will join Kemper Insurance Companies (Clinton Frank Agency), previously announced as co-sponsor of "Chet Huntley Reporting"; R. J. Reynolds Tobacco Co., (William Esty Co.), for participations in "Laramie" and Pan-American Coffee Bureau (Batten, Barton, Durstine & Osborn), which hasn't been in network tv since 1955, for participations in "Outlaws."

Heinz in Farm Drive

In a move to broaden sales among farm-rural families, H. J. Heinz Co., Pittsburgh, is currently conducting an extensive advertising campaign in the *Farm Journal*, Philadelphia. Each of the ads in the series, which will continue into 1961, will feature recipes using Heinz products as ingredients.

Hogue Resigns From KXTV

Richard P. Hogue has resigned as vp and general manager of KXTV, Corinthian Broadcasting Corp.'s station in Sacramento, Cal. Robert Salk, Corinthian's director of programming in New York, will temporarily assume the duties as general manager of the station.

TACOMA
Advertising Age
Planning a promotion in the Pacific Northwest?

THINK TWICE ABOUT TACOMA

First: always think of Tacoma as a vital segment of the dominant Puget Sound Circle—biggest market in the Pacific Northwest.

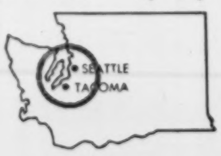
When your sales forces work this Puget Sound market, nine times out of ten they cover retail outlets in both Seattle *and* Tacoma *at the same time.* When distribution and merchandising is set in *both* metro areas, the advertising breaks.

Unless it breaks *in Tacoma at the same time*, a good quarter of your sales-merchandising effort is wasted.

That's because of the second thought you have to keep about Tacoma.

It's a market that can *not* be covered by *any outside newspaper* or any combination. Only the dominant Tacoma News Tribune—now delivering more than 85,000 daily—can do the job.

Ask the man from SAWYER-FERGUSON-WALKER and get the facts



AMERICAN METAL MARKET

"I start each Friday* with coffee and AMM"

*...and Monday, Tuesday, Wednesday, and Thursday . . . every metal buying day too

The important 80% of all metal sales are influenced by **AMERICAN METAL MARKET**

The most powerful selling force in print

This Week
MAGAZINE

CIRCULATION MORE THAN

13,000,000

Shaw-Hagues Adds Lab

Nicholas of America Ltd. has named Shaw-Hagues, Chicago, to handle medical advertising for its newly acquired subsidiary, Nicholas-Glidden Laboratories, Waukesha, Wis. Reeves Study Agency, Chicago, handled Glidden Laboratories before its sale.

Tatham-Laird Boosts Luick

John F. Luick, merchandising executive of Tatham-Laird, Chicago, has been promoted to director of merchandising. With Tatham-Laird for the past three years, Mr. Luick formerly was an account executive with Earle Ludgin & Co.

GE Names Charles Lunney

Charles R. Lunney, formerly manager of advertising and sales promotion of Sylvania Home Electronic Corp., has joined General Electric Corp., Syracuse, N.Y., as advertising and sales promotion manager of its tv receiver department.

Seaside Oil Wedges into New Markets With Travel Guide

SANTA BARBARA, CAL., Sept. 6—As a smaller company in an industry of giants, Seaside Oil Co. has steadily expanded by concentrating its limited budget in promotion-oriented advertising.

The company has nearly 1,000 stations in California, Arizona, Oregon and Washington. Of these, some 40 are in Oregon and Washington—markets it entered last year. Plans are to increase the number of outlets in these states substantially in the near future.

Early this year, it became apparent something needed to be done to spark public awareness of, and interest in, Seaside's present and soon-to-be-opened stations in the Pacific Northwest. The problem was complicated by the fact that the relatively small number of stations in Oregon and Washington could not justify enough of an advertising expenditure to make much of a splash.

■ This led to the decision to produce a 48-page, fully illustrated travel guide of Oregon and Washington for free distribution at all stations. In this, the company had previous experience.

A similar 48-page guide for California and Arizona was published two years previously, and some 300,000 copies have been distributed through Seaside stations, hotels and motels, travel groups and tourist organizations. Because the guides give comprehensive coverage of all points of interest, they were appreciated and boosted by the areas covered. Tourists found them helpful when travelling.

With this background, a strong advertising, promotion and public relations program was laid out by Ben F. Avery, vp and sales manager; G. B. Tucker, advertising manager; Herb Brown, vp of Seaside's agency, McCarty Co., and Jack B. Kennett, Kennett PR Associates.

The major advertising effort was in the areas where Seaside has most of its distribution; a relatively small and brief campaign was scheduled for Oregon and Washington, where the main push was on the public relations level, which emphasized the boost to travel in the Pacific Northwest that would result from the distribution of the guide in California and Arizona. These states are the biggest source of tourists for the Pacific Northwest.

■ The target dates for the campaign were the dates of press and civic receptions in Portland, June 21, and Seattle, June 23. During the week of the receptions, posters featuring the guide went up in all Oregon and Washington stations. The week following, full-page ads ran in Seattle, Spokane and Portland newspapers. Two-column by 15" ads followed with dealer listings. News releases on the guide and the advertising behind it were sent to all newspapers and publications in the two states, as well as radio and tv stations.

■ Simultaneously, six painted bulletins were erected on the major Arizona-California highways. Seaside's weekly two-column by 15" ads in 14 central and northern California newspapers announced the new guide.

Subsequent ads in the weekly schedule have promoted the guide. The guide was also promoted on the weekly tv programs sponsored in Fresno, Chico, Santa Barbara and Sacramento, all in California.

■ The results have been more than satisfactory, according to the company. It is believed a substantial reservoir of good will has been built in the Pacific Northwest. Letters of commendation have been published by the governors of the two states, U. S. senators and congressmen, mayors and civic groups. The original 100,000 printing of the guide was exhausted in August, and an additional 50,000 have been printed.

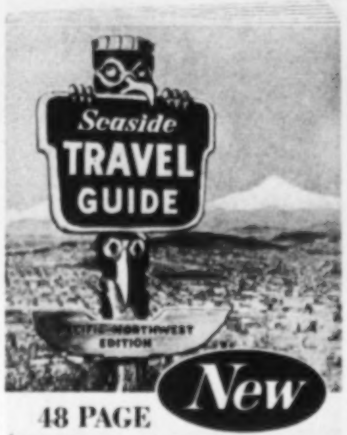
More to the point, says R. J. Irvin, president of Seaside: "The distribution of the Seaside Pacific Northwest travel guide already has resulted in a substantial increase in sales, directly attributable to the publication. Moreover, our dealers report that 90% of the persons who come to our Seaside station for the guide make purchases." #

AFA Reprints Truth Book

The Advertising Federation of America has printed its second edition of its "Advertising Truth Book." Copies of the book are available for $1 each from AFA, 250 W. 57th St., New York.

Bridges-Sharp Adds Three

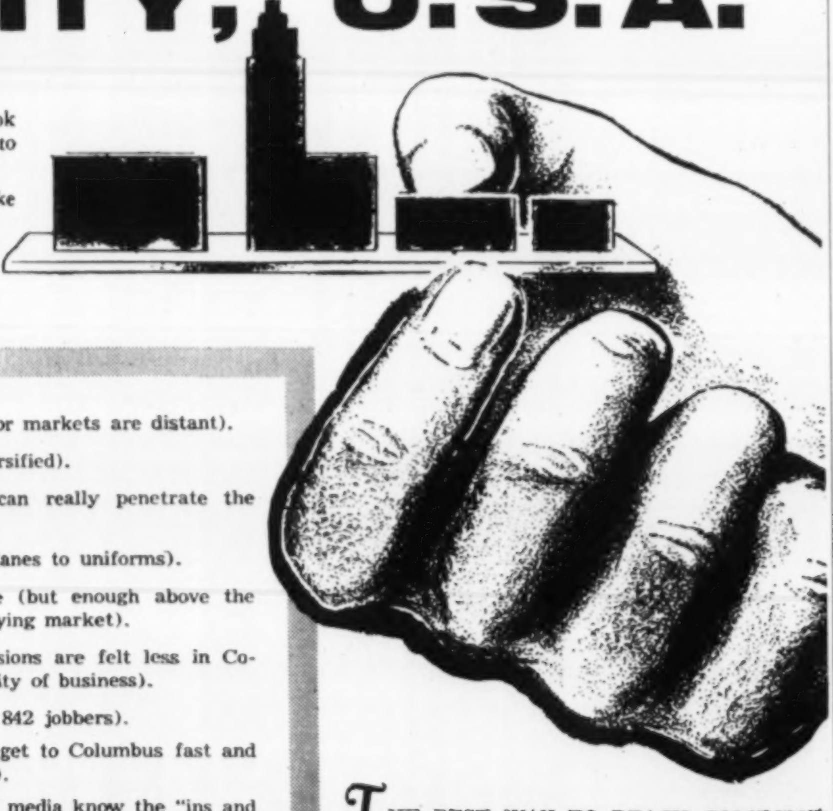
King Cole Inc., restaurant chain; Airway Shopping Center, and Mullins Rubber Products Co., all of Dayton, have named Bridges-Sharp & Associates, Dayton, as their agency.



New
48 PAGE
TRAVEL
GUIDE
to Pacific Northwest

Hit the trail with Lewis and Clark and learn about the fascinating Pacific Northwest in this delightful rotogravure *Travel Guide*. Its 48 pages are *packed* with places to go, things to do, sights to see... information you can get from no other single source. 13,000 words of enchanting reading, 77 scenic photos, 16 up-to-the-minute maps. By word and picture, climb Mt. Hood in a Sno-cat, visit Grand Coulee Dam, Crater Lake, Mount Rainier. It's all yours—*free*—at your neighborly Seaside Dealer's.

FREE
AT
Seaside
Stations
SEASIDE OIL COMPANY · Established 1898



Confirmed again...

Columbus, Ohio is
TEST CITY, U.S.A.

When the READER'S DIGEST wanted to take a look at its own impact on a typical American city it went to Columbus, Ohio.

Why? Because Columbus has the vital elements that make a good test market . . .

1. It's self-contained (and other major markets are distant).
2. Its population is typical (and diversified).
3. Good, co-operative media (you can really penetrate the market)
4. Business is diversified (from airplanes to uniforms).
5. Income level is close to average (but enough above the national average to make it a buying market).
6. Business activity is stable (recessions are felt less in Columbus because of its wide diversity of business).
7. Good distribution (5280 retailers, 842 jobbers).
8. Good transportation (your goods get to Columbus fast and economically by air, rail or truck).
9. Experience counts (and Columbus media know the "ins and outs" from scores of successful test campaigns).
10. A good record as an indicator (companies like P&G, Colgate Palmolive, Lever Bros., General Foods and Armour & Co., know that they can count on Columbus to predict the national sales picture. That's why they have used The Columbus DISPATCH repeatedly).

THE BEST WAY TO REACH COLUMBUS OHIO . . . . . . TEST CITY, U.S.A. . . . IS THROUGH THE LOCAL MEDIA THAT DELIVER THE MARKET, THE COLUMBUS DISPATCH AND CITIZEN-JOURNAL. Here is a combined daily circulation of more than 310,000 and a Sunday circulation of 277,000. Get the facts on Columbus, Ohio and its newspapers today. They'll be vital in any marketing program planning . . . Especially if you're "feeling it out."

THE Columbus Dispatch
Evening and Sunday
and Columbus Citizen-Journal
Morning

Attractive combination rates available.

Representatives:
O'Mara & Ormsbee, Inc.
(New York, Chicago, Detroit, San Francisco, Los Angeles)
McAskill, Herman & Daley, Inc.
(Miami Beach)

SHARE

BUT SHARE NOT ALIKE

	*Three Network Share of Audience
ABC TELEVISION	**36.5**
NETWORK Y	35.5
NETWORK Z	27.9

*Source: Nielsen 24 Market TV Report, average audience, week ending Aug 21, 1960, 7 nights 8-10:30 PM, Mon-Sun.

The chart tells the story, except for this: ABC Television was in First Place on 4 nights out of 7. Pretty nice lead. Pretty nice week. For future success stories, watch this space.

ABC TELEVISION

This Week in Washington . . .

'Anti-Payola' Bill Okay Rings Down Curtain on TV Probes—for a While

By Stanley E. Cohen
Washington Editor

WASHINGTON, Sept. 8—With congressional approval of the so-called "anti-payola" bill, the curtain rings down—for the moment—on the government's tinkering with the tv industry.

After three years of investigating, the U. S. is more deeply than ever committed to private, commercial tv. Despite tempting provocation, the Federal Communications Commission and the Congress resisted temptation to rip the fabric apart.

Early in the year, as investigators disclosed the immorality of the rigged quiz shows, there seemed to be danger that the baby might be thrown out with the bath. But private, commercial tv wasn't quite as unappreciated as feared.

■ Public officials reserve the right to complain about tv. While they are quick to complain, they are a lot more cautious about a vote that might result in the elimination of some of the programs which are popular with millions of voters.

Now that the shouting and tumult has settled, broadcasters have emerged from the investigating under rather favorable conditions. At the moment they face a more businesslike FCC than they encountered in recent years. But anyone who sat through the hearings of the House subcommittee on legislative oversight knows that a diligent FCC isn't necessarily bad for the broadcasters.

■ No small part of the industry's recent difficulties can be traced to "soft" regulating by FCC. With a "friendly" commission on the government payroll, broadcasting was allowed to become like any other money-making enterprise. An effectively regulated industry would never have permitted itself to drift into rigged quiz shows, and the "payola" way of life.

In the past six months, FCC has moved to put teeth into its license renewal processes. Literally hundreds of stations are on "temporary licenses"—clear warning that they are expected to improve their operations. For the first time in its history, FCC is engaged in a systematic monitoring program. In appropriate instances, it expects to compare station performances against the written promises.

■ While industry members may be uneasy about FCC's current aggressiveness, they have every reason to celebrate some of the real gains which private, commercial tv registered as a result of the three years of investigating.

The FCC "Blue Book" is finally out of the window. As a positive gain, what can equal FCC's recent "Interim Report on Programming"?

The old "Blue Book" theory, that stations must carry specific proportions of various kinds of programs, has been officially renounced. The concept that sustaining public service programs are better than paid public service programs is wiped out.

■ These were positive gains from the long forum on programming problems staged by the commission at the peak of the investigating season last winter.

The forum ventilated the difficulties that arise when government tries to specify in advance the kinds of programs that stations should carry. Instead of producing plans for tougher government dictation of programming standards, it resulted in a decision which leaves the initial responsibility entirely with the broadcaster.

In his last appearance as spokesman for the industry, the late Harold Fellows testified for a full day, staunchly resisting an array of proposals limiting the broadcasters, freedom in selecting programming. But he sensed that the commission needed assurance that programming would be in the public interest. By conceding that the commission can ask the broadcaster about his plans—and check his performance against his promises—Mr. Fellows provided the bridge which ultimately enabled FCC to retreat from its "Blue Book."

■ As it reached President Eisenhower's desk, the "anti-payola" bill keeps the existing system of private, commercial tv intact. It simply vulcanizes the leaks in FCC's machinery.

The philosophy of the system is untouched. Individual stations licensed to operate in the public interest are accountable to the FCC. In floor debate, members acknowledged that tv networks are often in a position to dictate program choices to stations. But Congress decided to continue to look only to the individual stations.

■ In its final form, the "anti-payola" law:

- **Cuts red tape**—It repeals the MacFarland Act procedures of 1952, which encased the processing of tv applications in an almost impenetrable shell of excessive due process. The MacFarland Act was drafted by radio-tv lawyers. It created lots of law business, but not many tv stations.
- **Tougher FCC**—Gives FCC power to pass on "pay-off mergers" involving competing applicants; gives FCC power to fine rule violators (but carefully provides for *de novo* trial in court, in the event the station wants to appeal); gives FCC power to issue licenses for less than three years, provides for local notice and hearing opportunity when licenses are up for renewal.
- **More flexible payola rule**—New definition of "payola" wipes out tough FCC stand, which called for disclosure of anything free. Pro-industry plan written into law—but acceptable to FCC—requires disclosure only if a deliberate "plug" is given in exchange for the free prop or programming material.

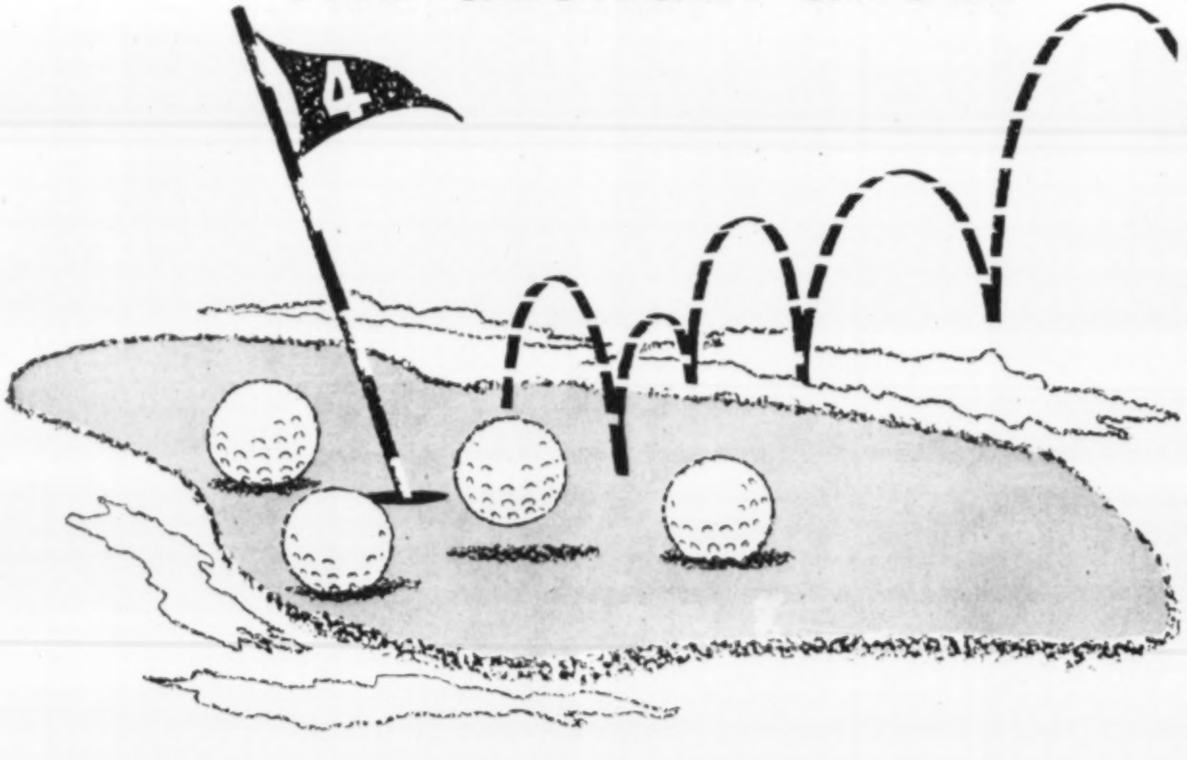
Program producers, ad agencies and other industry segments are hit by a provision which provides fines and jail sentences for failing to reveal that a program is rigged, or that "payola" has passed.

■ Naturally, there are more hearings and new legislative battles ahead. Even before the new "anti-payola" bill was signed, FCC was besieged by industry members who want to know what it means.

The auto industry ordinarily provides Hollywood movie lots with its latest models, hopeful that they will turn up in a tv film. Producers who have been taking the cars home want to know: Is this "payola"?

And in the Senate last month, Sen. William Proxmire (D., Wis.) was saying: "Wait till next year."

SAVANNAH NEWS and PRESS APPOINT BRANHAM . . . JOIN THE GEORGIA GROUP



We're a team! – The Savannah News and Press announce the appointment of The Branham Company as national sales representatives, effective August 1. With 12 offices in as many cities, Branham is telling the nation's advertisers about the dominant coverage of the News and Press in Georgia's great seaport city. The News and Press reach 95% of all families in Savannah's city zone, with a combined daily circulation of 80,801 and Sunday-evening circulation of 87,850. That's the most effective coverage of *any* medium in Savannah!

Ga. Group now a foursome. Savannah now joins Augusta, Columbus and Macon . . . making the Georgia Group a foursome . . . and creating the largest single regional newspaper group available to national advertisers!

The Georgia Group market is two billion dollars big. And it's a package buy, with one order, one bill, one check . . . and savings up to 13% on each 10,000 lines.

Savannah Morning News.
SAVANNAH EVENING PRESS

Represented Nationally by
THE BRANHAM COMPANY
Atlanta • Charlotte • Chicago • Dallas • Detroit • St. Louis • Miami
Los Angeles • Memphis • Minneapolis • New York • San Francisco

Newsweek
*
This page gives advertisers
the most advantageous rate
in the newsweekly field*

*The place to find the prosperous

Your advertising dollar buys more high-income readers in NEWSWEEK

- **NEWSWEEK gives you, per ad dollar, 132 readers with household incomes of $10,000 and over. U.S. NEWS & World Report gives you 115. TIME gives you 87.**
- **NEWSWEEK gives you, per ad dollar, 337 readers with household incomes of $7,500 and over. U.S. NEWS & World Report gives you 281. TIME gives you 211.**

SOURCE: Reading Audience Data—the Sindlinger & Co., Inc., study of the characteristics of the newsweekly magazine reading audience.

NEWSWEEK readers have high incomes because they have heavy responsibilities . . . decision-making positions in business, government and the professions. NEWSWEEK's *complete* news coverage satisfies their broad interests. NEWSWEEK's *fair*, unslanted reporting suits their independent minds. To find and sell these prosperous people most efficiently, the place is NEWSWEEK.

Newsweek
N
W
E
S

The world-wide newsweekly for communicative people

Bristol-Myers Strikes Back via Germicide Claim

(Continued from Page 1)

kills decay germs best of all leading brands in laboratory tests." Color pages are running in *Life*, but the major push is in network tv, on half a dozen Bristol-Myers shows: "Rawhide," "Father Knows Best," "I've Got a Secret," "Candid City" (all CBS-TV); and on "Peter Gunn" and "Naked City" (both ABC-TV).

■ A little girl brushing her teeth and prominently flourishing the new package is featured in both the *Life* ads and the tv commercials. Copy points out that "in laboratory tests, new Ipana killed far more decay germs than even the best-known of the other leading brands. Scientists saw this happen right before their eyes. Other toothpastes left behind many more decay germs. They just didn't have Ipana's germ-killing power. New Ipana prevents bad breath all day too. Even beats the leading mouthwash."

The copy also points out Ipana's "cool clean refreshminty taste."

The new Ipana package, designed by Stuart & Gunn, is a bold red, white and blue design, with the trade name printed in lower case letters. The only text in the notation: "To help prevent cavities, brush the Ipana way: After eating —from gum margins toward biting edges of teeth."

Doherty, Clifford, Steers & Shenfield is the agency. #

Here's the new white hexachlorophene paste with the cool clean refreshminty taste
NEW!
ipana
It's the one that kills decay germs best of all leading brands in laboratory tests

REFRESHMINTY — *Bristol-Myers is running this color page in the Sept. 12 Life to introduce its new Ipana with hexachlorophene, and to give prominent display to its new package.*

Chicago AMA Unit Honors Branch as ''60 Marketing Man'

CHICAGO, Sept. 9—Judson B. Branch, president of Allstate Insurance Companies, last night was named "Marketing Man of the Year" by the Chicago chapter of the American Marketing Assn.

David K. Hardin, president of the chapter, presented the award to Mr. Branch, who was honored for "providing dynamic, consumer-oriented marketing leadership while continuing Allstate's pioneering philosophy.

Judson B. Branch

"Public acceptance of Allstate marketing innovations has contributed to the company's 1960 expansion," Mr. Branch said. "Premium volume for the year is expected to exceed $500,000,000, as compared to 1959 sales of $438,500,000."

■ The AMA chapter singled out Allstate's recent introduction of auto liability insurance with written guarantees of non-cancelation, never before offered by an insurance company; and pioneering of a compact car discount—the first such premium reduction offered by an insurance company. #

Whirlpool Tests Dry Cleaner

Whirlpool Corp., St. Joseph, Mich., currently is testing a new product—a coin-operated dry cleaner—in 20 cities in nine states. The company has chosen professional dry cleaners to maintain and service the 50 machines which, in most cases, will be installed in coin-operated laundries. Whirlpool said it has no plans currently to advertise the dry cleaner.

Cummings Hints 'Solution' Near for Answering Critics of Advertising

(Continued from Page 1)

ing performs in the total marketing operation.

"We assumed, wrongly perhaps, that it was self-evident to anyone that advertising is mass selling of the fruits of mass production."

Whatever its faults, he declared, advertising, as included in the present total marketing operation, has provided the country with the world's highest standard of living.

"I am told that there is an actual conspiracy in Washington which seeks to undermine marketing in America; that in many of our universities—especially in our state universities—students are being taught that advertising is not economically sound. Are we going to lose so clear-cut and simple an intellectual battle by default?

"I say it is time that all of us in advertising stand up and be counted. Maybe we ought to think about getting a little tough."

■ The panel presentation on "how direct is business-publication mail promotion" produced some hard talk about the standards and the effectiveness of current direct mail.

Three views were presented, with Louis J. Perottet, chairman of NBP and vp of Conover-Mast Publications, New York, presiding, and Robert F. DeLay, president of the Direct Mail Advertising Assn., New York, moderating.

Mr. DeLay said that direct mail solicitation has two strong points —selectivity and personalization.

Presenting the case for the advertiser, Allan E. Fitzpatrick, of Studebaker-Packard Corp., said that direct mail is a prospecting tool for his men.

"If I can reduce the costs of prospecting for my salesmen, it reduces the cost of selling."

■ Howard Turner, of D'Arcy Advertising, presenting the agency angle, said that direct mailers are doing a poor job. He added that too many publications are using a general broadside type of mailing.

"Much could be done towards individualization of the mailing efforts."

The mailing pieces should be geared to the man at the receiving end. "I feel that 95% of the mail expense is wasteful," he said.

To him, list methods generally are disgraceful. Too much mail is ill-directed.

Taking the consultant's view, Richard C. Hodgson, president of American Marketing Services, Boston, declared that statistics are necessary to support promotions, but they should not be the No. 1 weapon.

"The direct-mail audience is long since immune to statistics," he added.

He said he was appalled by the sameness of direct mail pieces. His observations indicated that 90% of direct mail turned out by business publications are "simply a case of taking space advertising, putting it in an envelope and sticking a stamp on it."

Yet there are unlimited horizons in devising direct mail promotions. "You are not bound by the dimensions of a page, or the rules of the Post Office Department.

■ He illustrated his point by citing "sloppy types of jobs being done, and many of them by NBP publications."

Business publications should look to outside fields for new ideas, such as the mail-order field, which is the ultimate form of the direct mail business.

Too many business paper publications have a mistaken inferiority complex, especially because they compared their efforts to the extensive promotions done by consumer magazines, Mr. Hodgson said.

There is no reason for this attitude, he said. Business papers have a big advantage in being able to pinpoint their subscribers. "This can be done by personalization, which the big publications can't do with their big lists and broadside promotions."

He added: "You should figure on spending a basic 20% of your promotion budget on building your list."

■ In the subsequent roundtable discussion, Sal F. Marino, business manager of *Steel*, Cleveland, said that although much of what was said was true, one should remember that direct-mailers deal with a sophisticated audience.

"Hire an expert to do an expert's job. And then, for heaven's sake, stay out of his hair when you've hired him," he urges.

Wayne C. Slockbower, sales promotion manager of *Purchasing Magazine*, New York, contended that personalization is a limitation. "Direct mail is a science. In learning this science, I don't think you're going to learn anything by going to the recipients."

■ William T. Knox, manager of the technical information division of Esso Research & Engineering Co., Linden, N.J., made a few purposeful blasts at advertising in the afternoon panel presentation on "new horizons for business communication."

Speaking in the discussion moderated by William G. Maass, vp of Conover-Mast Publications, Mr. Knox reminded business publishers that the majority of their audience is in industrial employment.

■ He urged a more reasonable ratio of advertising to editorial matter. "There is at present too much advertising. Our interest is in information."

He added that though it might be heresy to suggest it, it might be better eventually to abandon advertising, and perhaps also abandon the traditional magazine format altogether.

"I deplore the unusual formats, which use up so much space," he said. It would be far better to have a thousand worth while words in place of the usual kind of picture of a missile being blasted into the sky, he added.

■ The other speaker presenting the industry viewpoint was W. Kenneth Lowry, manager of technical information libraries at the Bell Telephone Laboratories, Murray Hill, N. J.

Presenting the government viewpoint were Dr. Dwight E. Gray, program director, support of scientific publications, office of information service, National Science Foundation, and John C. Green, director of technical services, U. S. Department of Commerce.

Elmer Dalton, circulation manager of *Electronics Industries*, Philadelphia, and William F. Howat, circulation manager of Haywood Publishing Co., Chicago, led discussion on "the challenge of inplant distribution."

Co-chairmen were Marshall Haywood Jr., vice-chairman of NBP and president of Haywood Publishing, and Mr. Perottet. #

'Audit Bureau of Criticism' Is Urged by Weir

(Continued from Page 3)

lic."

■ "In fact," he added, "through such a research-backed outfit, much might be learned about the many ways in which advertising functions, the qualities that make it acceptable and welcome and those which cause it to be resisted or rejected. I should think advertisers and agencies alike would welcome information of this kind, since it would be eminently practical and highly usable, enabling them to derive most benefit from every advertising dollar they spend."

Mr. Weir suggested that such an audit bureau of criticism could obtain voluntary contributions from all major advertisers, agencies and media—"since its findings would be chiefly to their benefit and advantage." He said that eventually "it would become an honor and a mark of professional competence to be a contributing member of such an organization."

ADMEN WANT SINGLE AUDIT, MILNE REPORTS

CLEVELAND, Sept. 9—A poll conducted by Domestic Engineering Co. disclosed overwhelmingly that the large majority of company ad directors and agency media buyers favor a single audit for all business publications, conducted by one auditing organization or using a common audit form, G. L. Milne, president of the company, told the board of directors of Audit Bureau of Circulations today.

■ Mr. Milne said his company mailed ballots recently to ad directors of 359 of the largest industrial and trade advertisers and to media directors of all agency members of American Assn. of Advertising Agencies. Of the 98 replies received from this mailing and a "ballot" ad in ADVERTISING AGE, he said, 61 favored a single audit for all business publications conducted by one auditing organization, 35 favored a common audit form, and only two favored existing procedures and reports.

"The Audit Bureau of Circulations as an auditing organization for business publications is rapidly losing ground," Mr. Milne told the directors. "We have analyzed the monthly and annual reports appearing in *Industrial Marketing* of ABC publications for the past ten years.

■ "In 1950, 112 ABC publications reported 161,727 pages of advertising. In 1959, 138 ABC publications reported 216,886 pages of advertising. This is an increase of 34.1%.

"During the same years, in 1950, 72 Business Publications Audit publications reported 95,506 pages of advertising, while in 1959, 151 BPA publications reported 183,020 pages of advertising, an increase of 91.6%.

"I fully recognize that this does not represent a full accounting of the 343 U.S. ABC business papers existing in 1950, nor the 331 U.S. ABC business papers in 1959-60," Mr. Milne said. "Neither does it represent an accounting of the advertising pages in the now 497 members of BPA."

■ Mr. Milne went on to point out that while ABC has lost 12 U.S. business publications in the last ten years, BPA has increased its membership from 300 to 497 over the same period.

"I would point out to you that between 1950 and 1960 there were 624 new publications listed in Standard Rate & Data Service," he said. "29 of these were ABC, 121 were BPA. Apparently BPA is found to be four times more attractive to publishers starting new publications than ABC."

Domestic Engineering Co. had advocated a single auditing organization for business publications for some time, and the company ran a page ad in ADVERTISING AGE last February supporting the proposal (AA, March 7, '60). #

ATHOL STEWART, *formerly senior account supervisor and a director of Walsh Advertising, Montreal, has joined Paul, Phelan & Perry Ltd., Toronto, as vp in charge of business development and assistant to H. E. Paul, president.*

Barber-Greene Boosts Novara

Barber-Greene Co., Aurora, Ill., has named Albert Novara advertising manager of its Smith Engineering Works, Milwaukee. He formerly was with Compton Advertising and Klau-Van Pietersom-Dunlap.

Peters Joins Pacific Slope

Lyle K. Peters has been named Portland representative for Pacific Slope Newspapers. Mr. Peters was formerly with Richard G. Montgomery & Associates, Portland; the Arcady Press, Portland, and the *Register-Guard*, Eugene, Ore.

bias

bias

bias

In electronics, bias is a voltage which maintains electron tubes at their proper operating points. Too much, or too little bias causes distortion.

In Electronic News, the news is reported exactly as it occurs, without fear or favor. And the only bias found there is that which favors the reader.

Confidence in this clear, undistorted, weekly picture of the electronics industry leads executives and engineers to the pages of Electronic News.

INTERMEDIATE POWER TRANSISTORS
DIFFUSED
FOR EVER
WITH ADV
Today's Index
Electronic News
THE INDUSTRY'S WEEKLY NEWSPAPER • A FAIRCHILD PUBLICATION
TEN CENTS
Major Political Issues
UK Medical Parley to Hear
Cooperation Seen Lowering Europ

'Chronicle' Applies to FCC for NBC-Owned Channel in Washington

Move Is Part of Fight Over Net's Affiliation Shift in San Francisco

WASHINGTON, Sept. 8—A new complication was injected into National Broadcasting Co.'s four-market station swap today, as the *San Francisco Chronicle* asked the Federal Communications Commission to give it the tv channel now occupied by NBC's WRC-TV, in Washington.

The *Chronicle* said NBC has indicated it is no longer interested in continuing a tv service to Washington. Before permitting NBC to sell WRC-TV, the *Chronicle* maintained, FCC should hold a comparative hearing on its application for the channel.

The *Chronicle* has been fighting the NBC deals because it expects its station, KRON-TV, San Francisco, to lose its NBC affiliation if the network completes arrangements for the purchase of KTVU, Oakland. It has previously asked FCC to investigate NBC's fitness to operate in the San Francisco-Oakland area and has filed an anti-trust action charging that NBC made an $8,000,000 take-it-or-leave-it offer for KRON-TV before buying KTVU (AA, July 4).

■ The *Chronicle* move to get Washington's Channel 4 raises another procedural barrier which must be cleared before NBC can complete a series of station deals involving important properties in Philadelphia, Boston, Washington and San Francisco.

Under the plan, NBC moves into Boston and San Francisco as part of a chain reaction which got under way after NBC entered into an anti-trust consent judgment last September, requiring it to dispose of the Philadelphia Channel 3 tv station, plus the radio properties, which it obtained from Westinghouse in 1954.

Applications filed with FCC to carry out the arrangement turn the Philadelphia station over to RKO General, in exchange for RKO General's Boston station. NBC also wants to sell its Washington radio-tv properties to RKO General for $11,500,000 and to purchase KTVU, a San Francisco market independent.

■ The deal cleared a major obstacle last May when the anti-trust division of the Department of Justice ruled that there was no violation of the consent decree in the San Francisco move. The conflict promptly shifted to the FCC, as Philco filed an application seeking a comparative hearing for Philadelphia's Channel 3, and the *Chronicle* launched its multi-prong effort to block the proposed NBC purchase of KTVU.

In filing its application for Washington's Channel 4, the *Chronicle* said it feels FCC should choose between "an applicant desiring to operate a tv station in the nationally significant Washington area and an applicant that no longer has an interest in that community."

The *Chronicle* emphasized that it is interested in developing a Washington source for programs for its San Francisco station "in the event its affiliation there with NBC is terminated." #

Conover-Mast May Add Publications, Expand Overseas

SHAWNEE-ON-DELAWARE, PA., Sept. 7—Conover-Mast Publications is embarked on a program of expansion. It is studying both acquisition of publishing properties and the launching of new publications. It is studying the international field. The key criteria in its expansion plans are: (1) That it is not only interested in acquiring a property and a profit, but (2) it wants to expand in ways that bring opportunity to talented people within its organization.

These are some of the highlights of a report by B. P. Mast Jr., president, to the first editorial seminar of *Purchasing Magazine* held here this week.

Mr. Mast also reported:

• That last year was busy with absorbing *Electrical Manufacturing* and *Boating Industry;* in *Electrical Manufacturing's* case 42 of its 62 employes were absorbed (Conover-Mast now has about 400 employes) while in the boating book's case only a skeleton staff, two editors and a salesman, came with the book.

• That Conover-Mast is up in dollars and linage for nine months (*Purchasing* is up 308 pages, the largest gain of any C-M publication).

• That offices have been opened in Pittsburgh, Detroit; that new quarters have been provided for the Cleveland office, and that moves are under way to consolidate the New York office on four floors.

• That a proposal for a new publication will be offered to the board of directors in December.

• That C-M has received a "very interesting" proposal from R. R. Donnelley & Sons, which would involve the erection of a plant in Lancaster, Pa., to print all C-M publications by offset.

■ Earlier, Ray Richards, vp and publisher of *Purchasing*, told the editors that *Purchasing* has a two-year objective of boosting its advertising volume to 5,000 pages. It should run nearly 4,000 in 1960, and hopes to hit 4,500 in 1961 and 5,000 in 1962.

Contributing to this progress is a rapid circulation rise. In the past 14 months the business paper's paid circulation has risen from 14,000 to 18,600, and its total qualified circulation is now 27,600 and will be 30,200 in November. This rise is partially attributable to the acquisition of the *Purchasing News* (metalworking) list—a list of more than 12,000 from which C-M culled 3,200 names. No rate increase is contemplated at present.

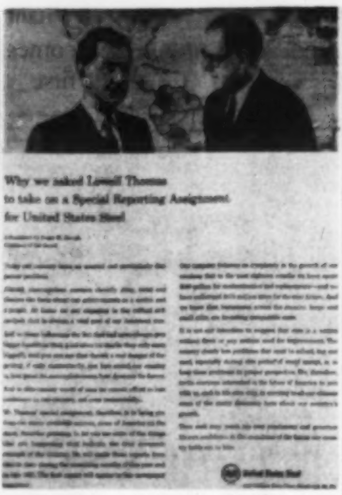
Other highlights from Mr. Richards' report:

• Subscription renewal rate has been running between 78% and 83% for the past eight years.

• *Purchasing* has named a new advertising agency, Gray & Rogers, Philadelphia, succeeding Schuyler Hopper Co., which continues to handle a major portion of C-M advertising. #

Davis Opens New Offices

Davis Publications, New York, has switched the publishing schedule of *Science & Mechanics*, Chicago, from bi-monthly to monthly, effective with its October issue, which went on sale at newsstands Sept. 1. At the same time, Davis has opened offices at 2755 Woodstock, Detroit, and at 560 N. Larchmont Blvd., Los Angeles. William C. Callahan has been appointed manager of the Detroit office, and James Going has been named to head the Los Angeles office.



Why we asked Lowell Thomas
to take on a Special Reporting Assignment
for United States Steel

FIRST—*This ad leads off the new series of U. S. Steel ads which feature Lowell Thomas.*

U.S. Steel Stars Lowell Thomas in New Newspaper Push

NEW YORK, Sept. 6—U.S. Steel is announcing a unique new newspaper campaign in which Lowell Thomas will report on "America on the move, America growing."

Full page copy in picture-page news style will appear regularly throughout the remainder of the year and into 1961 and will carry reports assembled by Mr. Thomas from all available news sources to show the many things which are occurring that prove the vital strength of America.

■ The purpose of the campaign, according to Roger M. Blough, chairman of the board of U.S. Steel, is "to reflect the real achievements and true economic strength of America."

"Too many people today either refuse to recognize or lose sight of the many factors that together make America stronger than ever before," Mr. Blough said. "Furthermore, unscrupulous enemies abroad cleverly deny, twist and obscure the facts about our achievements as a nation and as a people."

■ All pages in the series will carry the headline, "Watching America Grow . . . with Lowell Thomas." Each will carry a number of brief stories, in the form of picture captions, on both the big and the little things that are happening in a growing America.

The newspaper list compiled by U. S. Steel for the campaign includes one daily in each of 18 metropolitan centers and 36 U. S. Steel plant cities, plus three business dailies. Batten, Barton, Durstine & Osborn, Pittsburgh, is the agency. #

Canadian Agency Billings Increased 7.3% Last Year

OTTAWA, ONT., Sept. 7—Commissionable billings of 122 advertising agencies operating in Canada in 1959 amounted to $250,938,000—an increase of 7.3% over 1958's 123-shop total of $233,789,000, according to advance figures that will be contained in the Dominion Bureau of Statistics' 1959 issue of "Advertising Agencies."

Gross revenue increased to $41,233,000 from $38,073,000 and net revenue before deductions for income taxes to $2,943,000 from $2,711,000.

The number of employes rose to 4,275 from 4,197 in 1958 and their salaries and wages to $26,141,000 from $23,826,000. #

Vincent Riggio, 82, American Tobacco Ex-President, Dies

MOUNT KISCO, N. Y., Sept. 7—Vincent Riggio, 82, former president and chairman of American Tobacco Co., died yesterday in Northern Westchester Hospital.

Known to his colleagues as "Mr. Tobacco," Mr. Riggio had lived out the American dream—the son of an immigrant shoemaker, he rose from a $3-a-week errand boy to become, in 1947, the second highest paid executive in the country, with earnings of $484,202 in salary and bonus.

Vincent Riggio

As president of American Tobacco, he headed, in 1949, a company with annual sales of $800,000,000, employing more than 20,000 people and manufacturing more than 200 brands of tobacco products.

At his retirement in 1951 he had been selling or promoting the sale of tobacco for 45 years.

■ In 1948, after he had been president of American for 17 months, Mr. Riggio was at the center of a storm which blew up over advertising policy. The storm was whipped up by the resignation of the vp of advertising, George W. Hill Jr., son of the famed George W. Hill Sr. whom Mr. Riggio had succeeded, and the subsequent resignation of the American account—a $12,000,000 plum—by Foote, Cone & Belding.

Mr. Hill, in announcing his resignation, declared it was based on the fact that "my operations have been hampered by executive decisions with which I am in fundamental disagreement, and in the making of which I have had progressively diminishing voice or influence.

"The principles and procedures long established in the company and essential to effective advertising have been departed from," he continued, adding that as a result "the company's advertising has suffered."

■ The account had been handled by Lord & Thomas, predecessor agency of FC&B, and FC&B for some 25 years at the time the agency voluntarily dropped it.

It had been reported that Emerson Foote, president of the agency, felt that Mr. Hill's leaving "removed the last glimmer of hope of getting really effective advertising going."

At a stockholder meeting a few weeks later, minority stockholders voiced some dissension over Mr. Riggio's hiring his son, Louis Riggio, and over the appointment of M. H. Hackett Co.—an agency headed by Montague H. Hackett, Mr. Riggio's son-in-law—to handle advertising for Herbert Tareyton cigarets.

Mr. Riggio was born in a small town in Sicily and was brought to the U.S. at the age of six. At 14 he had to leave school to help support his parents, and got his first job as an errand boy for a tailor on New York's Lower East Side.

At 23 he and an elder brother set up a barber shop, where one of his clients persuaded him to try his hand at salesmanship. At 27 he joined Butler & Butler as a $15-a-week salesman for Pall Mall cigarets.

■ Two years later, in 1907, the company was absorbed by American Tobacco, and by 1911 Mr. Riggio was the man in charge of sales for Egyptienne straights and Sweet Caporal cigarets.

Many of the precedents in the business of salesmanship date back to his early days with American Tobacco. One of the practices developed by him was that of cash selling to retailers, in an industry which had operated exclusively on credit.

In 1917 Mr. Riggio was elected to introduce the first Lucky Strike cigarets in Buffalo, N.Y. The campaign began in a blizzard, which seemed just the weather to prove the slogan for the new brand—"It's toasted." Mr. Riggio took along a can of Sterno, and heated a pinch of tobacco in a saucepan to back his pitch.

During these years he collaborated closely with the late George Washington Hill, whom he succeeded in 1946 as president of the company.

■ Mr. Riggio became general sales manager in 1922, assistant vp in 1928, and from 1929 to 1946 was vp in charge of sales. At the same time, from 1927 to 1930, he was also in charge of advertising.

He was famed for his prodigious memory for names, dealers and stores—and for his habit of trying to sell Lucky Strikes to practically everyone he met, including strangers in restaurants.

He was a director of American Tobacco and other companies, including Cuban Land & Leaf Co., American Tobacco Co. of the Orient and J. Wix & Sons Ltd., London.

FRED S. CRAWSHAW

ORINDA, CAL., Sept. 6—Fred S. Crawshaw, 51, an account supervisor in the San Francisco office of Young & Rubicam for the past 12 years, died here Sept. 3.

Born at Madison, Wis., Mr. Crawshaw was graduated from the University of Wisconsin in 1931. For the next four years he prospected and flew as a bush pilot in Alaska.

In 1936 he came to San Francisco as advertising manager of the Owl Drug Co.

Mr. Crawshaw was commissioned in the Navy in 1941, assigned to Naval Intelligence.

He became an executive of Photo & Sound Co., San Francisco, in 1945, and joined Garfield & Guild Advertising as a vp in 1946 and moved to Y&R in 1948. #

Sunkist to Vaunt Lemon as 'Sassy Fruit,' 'Helper'

LOS ANGELES, Sept. 6—Sunkist Growers, which switched its fresh lemon account to Leo Burnett Co. (AA, May 23) "to gain a new approach to lemon advertising," has now unveiled its new approach: "When you add a little lemon, you add a lot to life."

In past years, Sunkist has placed major stress on the many uses of lemon: In pies, with iced tea, for colds and flu, for low-salt diets, with water as a laxative, as a seasoning.

The new approach is designed, says Russell Z. Eller, Sunkist advertising manager, to "create new excitement for and awareness of fresh Sunkist lemons. The woman of the house knows what to do with lemons when she gets them. She knows they make good pies, lemonade, iced tea and so on. But she needs to be re-awakened to their usefulness and to be reminded forcefully that it's a good idea to bring home the lemons the next

(Continued on Page 175)

Vernon Joins CBS Radio

Gerald A. Vernon, formerly a salesman with NBC-TV, has been named an account executive with CBS Radio, New York.

115 MILLION TONS OF STEEL SAY IT!

An estimated 115 million tons of steel will be needed during the next decade in Detroit and Michigan for the completion of new housing, new hospitals, new plants, new buildings, new roads, new streets, new expressways, and new educational facilities.

This great state's ONLY MORNING NEWSPAPER is helping set the pace for continuing, vigorous growth in the Motor City Empire.

Throughout the past year, the Free Press has led *all* Michigan daily papers in weekday circulation gains. It now enjoys the highest daily readership of *any* Detroit or Michigan newspaper.

$2,000,000 has been allocated by the Free Press for its own expansion program.

All of this is tangible evidence of faith in Michigan and a dynamic Detroit.

THE NO. 1 NEWSPAPER • IN MICHIGAN •

1 newspaper at **1** low cost provides basic coverage of METROPOLITAN MICHIGAN . . . delivers the Detroit Retail Trading Area . . . PLUS Michigan's Standard Metropolitan Statistical Areas!

The Detroit Free Press

Michigan's *Only* Morning Newspaper

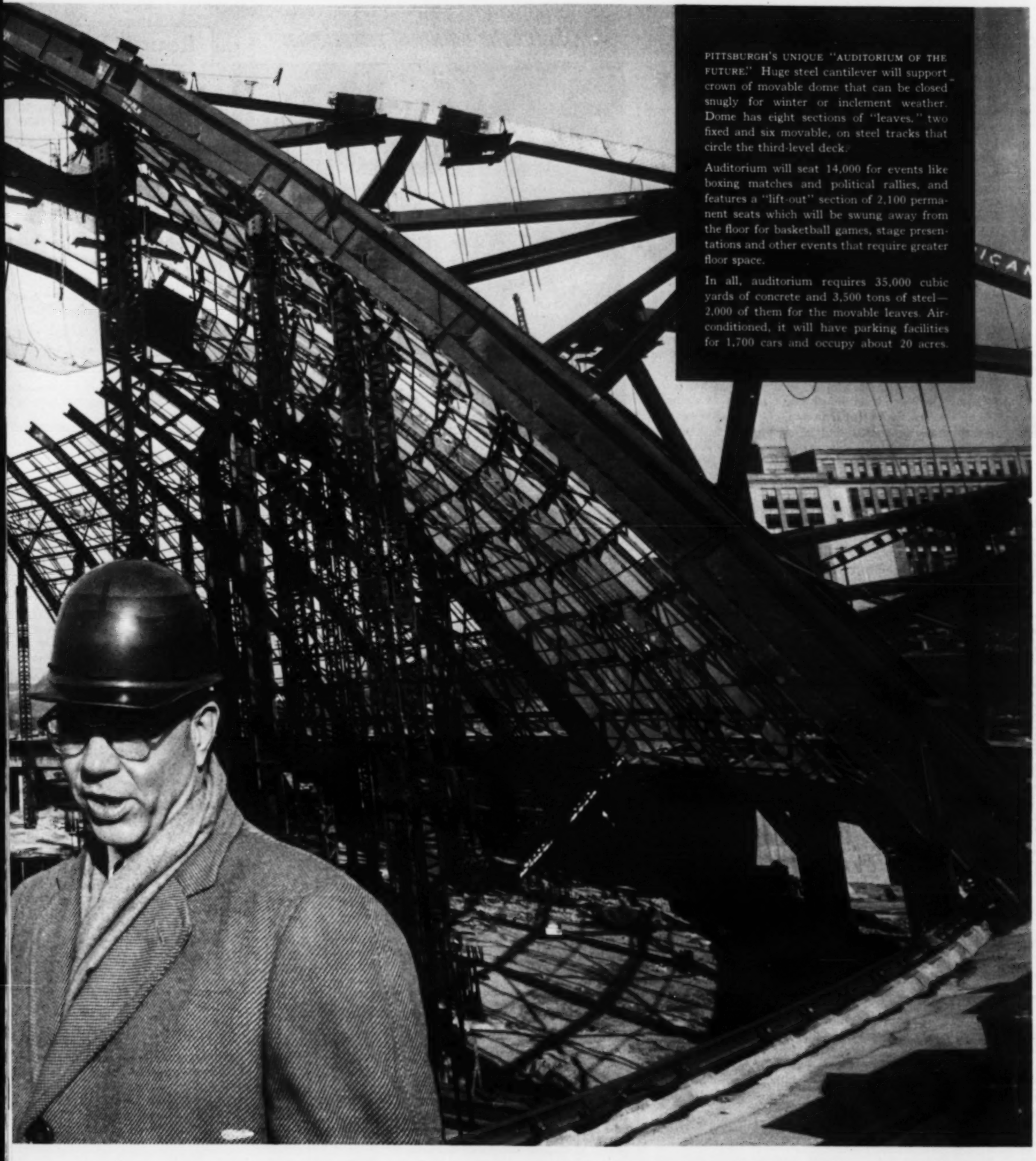
National Representatives: Story, Brooks & Finley

INVENTIVE, RESOURCEFUL, INFORMED, SUCCESSFUL...

That's H. Rey Helvenston, *Superintendent of Construction for Pittsburgh's new $20,000,000 Public Auditorium.*

Building a huge dome-shaped coliseum with a roof that slides into its own shell is tough enough under ordinary conditions. Add the fact that Pennsylvania law requires at least four separate contracts for the construction of public buildings and you have an invitation to chaos—unless you can find a strong, experienced guiding hand for the post of project coordinator. Unanimous choice for the spot was H. Rey Helvenston, graduate of The University of Illinois, once head of his own contracting company, and an engineer whose broad construction background has always been on the "dollar side" of the business.

Rey Helvenston has had construction in his blood since he was 10, when he began working after school. At 14, he was survey party chief for an engineering firm. And ever since he obtained his degree, he has been attracted to unusual jobs with special problems and hazards. The Pittsburgh assignment is no exception—he performs the coordinating role of the missing general contractor in dealing with the eight separate contractors on the job, and doubles



PITTSBURGH'S UNIQUE "AUDITORIUM OF THE FUTURE." Huge steel cantilever will support crown of movable dome that can be closed snugly for winter or inclement weather. Dome has eight sections of "leaves," two fixed and six movable, on steel tracks that circle the third-level deck.

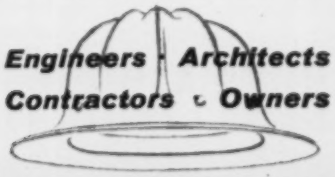
Auditorium will seat 14,000 for events like boxing matches and political rallies, and features a "lift-out" section of 2,100 permanent seats which will be swung away from the floor for basketball games, stage presentations and other events that require greater floor space.

In all, auditorium requires 35,000 cubic yards of concrete and 3,500 tons of steel—2,000 of them for the movable leaves. Air-conditioned, it will have parking facilities for 1,700 cars and occupy about 20 acres.

as resident engineer for the owner (The Public Auditorium Authority), architects and consulting engineers.

Men like Rey Helvenston—and the engineers, designers, contractors and financial men who team up with him to turn big ideas into big realities—have to keep abreast of new developments in all phases of construction. These are the men who turn to Engineering News-Record each week—as part of their jobs—for the latest news and information on the materials, methods, machinery, money and manpower they need in their work. These are the men you sell when you advertise in Engineering News-Record.

Read weekly by all the men who wear construction's hard hat:



ENGINEERING NEWS-RECORD

HAVE YOU SEEN
ENR's NEW FILM
UNDER THE HARD HAT?
IF NOT, ASK AN
ENR REPRESENTATIVE
FOR A SHOWING. ALL
YOUR SALES AND
ADVERTISING MEN WILL
FIND IT INTERESTING
AND INFORMATIVE.

A McGRAW-HILL
PUBLICATION
330 WEST 42ND STREET,
N.Y. 36, N.Y.

The Editorial Viewpoint . . .

Lessening Program Responsibility

An unbiased observer, looking at the official Federal Communications Commission figures for station and network time sales for 1959, might get the idea that advertisers' involvement with television programming is declining at a rather substantial rate.

For the year 1959, these figures show, national and regional spot advertisers bought $424,200,000 worth of television time—almost 23% more than in the previous year. National network time sales were also up in 1959 over the previous year, but only by 5%, to a total of $445,800,000.

Thus national and regional spot was only about 5% smaller in dollar volume than network—and if the 1959 trend is projected to this year, spot will easily be the most important revenue producer for television this year.

The figures are, we believe, significant. Because, while advertisers and agencies have vociferously insisted that they must be intimately related to television programming, the facts seem to be that a larger and larger percentage of them are actually abandoning all pretense of program control, and are moving more and more heavily into spot.

The involvement with programs which a spot advertiser has is usually non-existent; he depends on the station to provide an audience and he presents his message to that audience with no particular reference to the programs that precede or follow him. He is, in effect, buying broadcast time the way he buys magazine or newspaper time. He lets the medium—broadcast or print—do the editorial job of providing the audience, and he confines himself to delivering his commercial message to that audience.

If spot popularity continues to grow—and if its near relative, the network participation show—continues to prosper, the question of who should control program content and how much influence, if any, the advertiser should have, will quickly become academic.

Indeed, it really is academic right now in many important ways, because networks in particular are grasping the program reins ever more tightly. While the three networks were selling $288,000,000 in time last year, they were also picking up more than $217,000,000 for the sale of talent—which means, in plain terms, that the programs network advertisers were buying were owned or controlled by the networks.

We happen to think this makes sense, and that we should have more of it, rather than less.

How About 'Off-Beat' Advertising?

There has been a great deal of discussion about "off-beat" advertising in recent years, and its ability to make sales. There has also been a considerable amount of loose use of the term, it seems.

One of the agencies which has been identified frequently with "off-beat" advertising is Guild, Bascom & Bonfigli, and on Page 135 of this issue Walter Guild takes occasion to set the semantic stage with a discussion of his concept of advertising—"off-beat," "on-beat," and just plain "beat."

This discussion of the role of advertising and how it operates in the modern world, originally presented by Mr. Guild at the third annual Creative Workshop sponsored by ADVERTISING AGE, merits the careful attention of everyone interested in the theory of advertising content and approach.

Agency Profit Figures

The figures on agency profits, based on 240 members of the American Assn. of Advertising Agencies, show that in 1959 profits reversed their longtime downward trend. The 240 reporting agencies had net profit after taxes of 0.67% of their billings, and of 4.27% of their gross income, which consists of their commissions, service charges and fees.

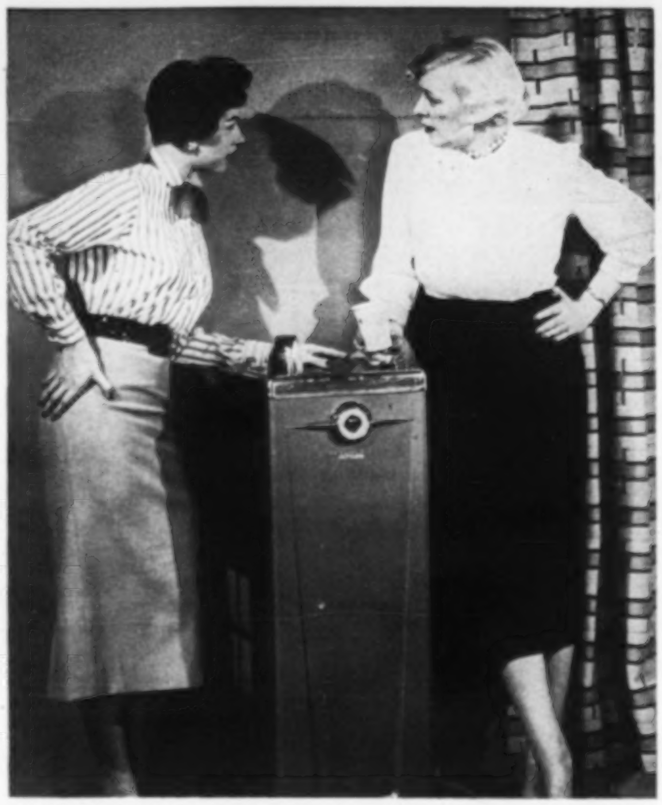
That means, in general terms, that an agency billing $10,000,000 last year, if its profits were average, would have earned $67,000 after taxes. Its gross income on this $10,000,000 of billing would have had to be almost $1,570,000 to net the same after-tax income.

On the same billing, after-tax income would have been only $59,000 in 1958, but in 1955 it would have been $100,000, and in 1950 it would have been $116,000. So 1959 net, even though on the upturn, was still not much more than half as large as the comparable figure would have been ten years ago. And aside from the 1958 low point, the 1959 figure was still the lowest for the entire decade of the '50s.

The agency business is not a stable business. In general, agencies have a relatively short business life, and the opportunities for capital growth are practically non-existent.

Under these conditions, it seems safe to assert that average agency profits are not excessive, and that further profit improvement is needed to maintain reasonable financial health in the agency business.

Gladys the beautiful receptionist



—**Bill Arter, creative director, Byer & Bowman Ad Agency, Columbus, O.**

"When I told him his client left in a huff, he said that was one guy he never expected to see in a foreign car."

What They're Saying . . .

Musical Chairs

Intuitively, it seems, the advertiser senses and responds to an agency's general level of competence *for him*. He does so out of pragmatic knowledge and out of an empiricism that knows whether something is or is not working. The client implies by his behavior what every agency dreads hearing—that agencies to his mind *are interchangeable*.

Rightly or not, agencies are thought to be dispensable in the short run. When an advertiser throws his doors open for solicitation he is assuming the existence of *equivalent useful talent*. When he asks for presentations he is attempting to influence the odds against a wrong choice by changing the improbability of an agency's work tomorrow into more of a certainty today.

But it isn't just the idea of switching agencies that is bothersome, for if the game were really musical chairs, each agency would achieve some degree of balance with all others. The real problem is an agency's inability to attract new clients. It can do so only with a real, not a "me too" product.

—Wm. H. Lundin, Ph.D., in "Interpretations," published by Psychological Dynamics, Chicago.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Merle Kingman**.

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ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **John B. Carlson**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston**. Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Jack Barnett**. Los Angeles: (Simpson-Reilly Ltd., 1709 W. 8th St., HU 3-0561) **Walter S. Reilly, James March, William C. Pritchard, Murray Keatinge**. San Francisco: (Simpson-Reilly Ltd., 703 Market St., DO 2-4994) **Richard B. Paulsen**. Portland, Ore. (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles**. London: Publishing & Distributing Co., Ltd., Mitre House, 177 Regent St., London W1. Paris: Gerard Lasfargues, 186 Boulevard Malesherbes, Paris 17.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

"Dentists tag along with ADA on Crest," reports the world's greatest advertising journal.

So if you see your dentist twice a year, you should be able to get the professional word.

•

Brylcreem has won a court victory over Valcream, but this doesn't mean that it will be able to promote sex appeal in hair dressing advertising without plenty of competition.

•

Station WJW explains "how in ten short weeks we set Cleveland on its ear!"

Wasn't it Frank Lane who first set Cleveland on its ear?

•

"General Mills to end stress on 'meat' in Superchamp dog food tv ads," the story says.

This is at the suggestion of the FTC, and not because of complaints from the consumers.

•

Gov. Meyner discusses bomb shelters and nuclear warfare in *Coronet*, and maybe if he had talked about problems like this at the Democratic convention, the delegates would have paid more attention to him.

•

Seems as if clients are changing agencies just about every other day, and so it is nice to know that P. H. Hanes Knitting Co. and N. W. Ayer have been enjoying togetherness for 50 years now.

•

"If you consider yourself qualified and will live where cars are born, please write," says an agency looking for an account supervisor.

It might be an opportunity to be present at an automotive natal event.

•

An experienced operator looking for a new connection offers himself as "an advertising director who can talk management's language."

And that's unquestionably dollars-and-sense conversation.

•

"What goes on in a reader's mind?" asks *National Geographic*.

It may depend on what the editor puts into it.

•

Much of the advertising of business equipment, says Joseph L. Morhan, of Rem-Rand's systems division, has been "dull, unimaginative, prosaic and just dry."

Maybe agency copywriters should have a chance to operate those wonderful new office machines in person.

•

The FCC says increased sales of tv spot advertising pushed industry revenues for 1959 to over $1 billion.

Those spots are so big maybe they should be called segments.

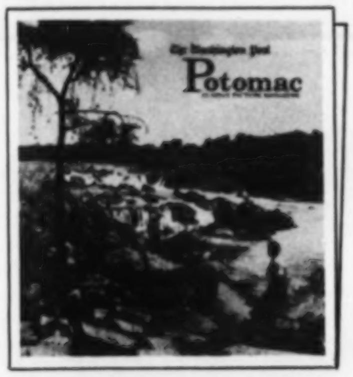
•

After the strenuous Labor Day weekend, it took the boys and gals only a few days to rest up so that they could start doing a day's work again.

COPY CUB.

A new advertising opportunity "Potomac Sunday Picture Magazine" comes to Washington February 5, 1961 ... a new local rotogravure Section of The Washington Post reaching nearly 50% more families than any other Washington Sunday newspaper.

Member Metropolitan
Sunday Magazine Group



FIRST IN WASHINGTON
IN CIRCULATION
IN ADVERTISING
IN AWARDS

Member Newspaper Color Advertising, Inc.
Continuity Rates Apply to Both Color and Black and White.

Represented by: Sawyer, Ferguson, Walker—N. Y., Chic., Det., Atlanta, Phila., San Fran., Los Angeles; Joshua B. Powers, Ltd—London; Senor G. Enriquez Simoni—Mexico City; Allin Assoc.—Toronto & Montreal; Hal Winter Co., Florida Hotel & Resorts, Miami Beach; Tom McGill, New England Hotel & Resorts, W. Roxbury, Mass.; Lou Robbins, N. Y. & N. J. Hotel & Resorts, 1265 B'way, N. Y.; Grant Webb Co., Fin. Adv.—N. Y., Chic., San Fran., Los Angeles, Seattle, Boston, Phila.; C. E. Stark, Pocono Hotel & Resorts, 86 E. Beverly Pkwy., Valley Stream, N. Y.; Puck, The Comic Weekly.

For the man who likes a challenge businesspaper advertising is exciting stuff. It demands your best. Here's a real test of creativity, for you're selling to fellow pros—men who know their business. You've got to know your business and communicate in a businesslike way... in businesspapers.

Advertising in businesspaper

THE ASSOCIATED BUSINESS PUBLICATIONS • 205 EAST 42ND STREET, NEW YORK 17, N.Y. • 201 NORTH WELLS STREET, CHICAGO 6, ILL. • 333 WYATT BUILDING, WASHINGTON 5, D.

VICE PRESIDENT, SAN FRANCISCO AGENCY. PHOTO ON LOCATION BY ARNOLD NEWMAN

neans business

...because businesspapers are read for profit, not for pleasure. Here's one place you'll always find prospects—reading with their minds on business—wide open to ideas and products that can help them on their jobs.

EOPLE PAY FOR BUSINESSPAPERS THEY WANT... READ THE BUSINESSPAPERS THEY PAY FOR. NOTE: ALL ABP PAPERS ARE "PAID".

BUSINESS PAPERS LEADERSHIP ABP

AUDITED PAID CIRCULATION ABC

TEA LEAVES IN CHINA?
NO... COUNT OF Elks ARTICLES BY NOTED WRITERS!

Elks Magazine Editorial Profile:

Business, travel, current events, hunting and fishing, "do-it-yourself"... these are some of the topics that, in addition to fraternal news, whet the reading appetites of 1.2 million Elks every month.

Add an interesting array of fiction, plus articles on sports or matters of national importance... that's a general outline of The ELKS Magazine.

This appealing editorial package, penned by noted writers, invites readership... provides the right setting for your advertising. It's the best way to sell the #1* men's market.

**1960 Starch Report . . . ask your local ELKS Representative to show you a copy.*

THE Elks MAGAZINE

New York, 386 Fourth Ave.
Chicago, 360 N. Michigan Ave.
Los Angeles, 1709 W. 8th St.

YOU MAY NEVER LIVE IN THE OLDEST CASTLE*—

BUT... WKZO-TV Gets Results "Fit For A King" In Kalamazoo-Grand Rapids!

NSI SURVEY—KALAMAZOO-GRAND RAPIDS AREA
(February, 1960)
STATION TOTALS FOR AVERAGE WEEK

	HOMES DELIVERED		PERCENT OF TOTAL	
	WKZO-TV	STATION B	WKZO-TV	STATION B
Mon. thru Fri.				
9 a.m.-Noon	59,600	37,800	61%	39%
Noon-3 p.m.	73,900	57,200	56%	44%
3 p.m.-6 p.m.	68,000	61,600	52%	48%
Sun. thru Sat.				
6 p.m.-9 p.m.	158,200	90,600	63%	37%
9 p.m.-Midnight	130,500	67,700	65%	35%

WKZO-TV is the "palace royal" for advertisers in Kalamazoo and Grand Rapids (two of America's 51 fastest-growing city-markets) and in Greater Western Michigan, one of America's 20 largest television markets!

Every day, WKZO-TV carries news of your product to more of the market's 600,000 television homes than *any other station.* WKZO-TV delivers an average of 70% more homes per quarter hour than Station 'B,' Sunday through Saturday, 6 p.m.-9 p.m. (NSI—February, 1960).

For all the rest of outstate Michigan worth having, add WWTV to your WKZO-TV schedule. *If you want it all, give us a call!*

**Oldest fortified castle in the world is at Gomdan (Kingdom of Yemen, Arabia) dating prior to 100 A.D.*

AM-TV-FM

The Felzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA

WKZO-TV
100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

A broadcasting quintet was pulled out of Long Island Sound Aug. 28 after a harrowing 40 minutes of clinging to their capsized dinghy. The rescued: **Bert Wheeler**, comedian; **Harry Herrmann**, producer of Kraft commercials at J. Walter Thompson Co.; **Frank Young**, pr director of WNEW Radio; **Howard Reilly**, formerly with JWT and and now with the William Morris Agency, and **Walter Kinsella**, radio actor and tv commercial announcer. The group was returning to shore from the Herrmann yacht when the dinghy tipped over and dumped them into the Sound . . .

Dick Jennings, assistant managing editor of NBC's "Monitor," had a busy lunch hour last week. Caught in the midst of a $10,000 holdup in Rockefeller Center, he chased one fleeing bandit—first by foot and then by cab—clear across town before he finally found a policeman to help capture the stickup man . . .

Dick Karp, a copy supervisor for Reach, McClinton & Co., New York, has taken on the additional duties of fashion editor of *Nugget* magazine . . .

John Redfield, immediate past president of the Phoenix Advertising Club and manager of Radio Station KIFN, is the recipient of the annual Phoenix Junior Ad Club recognition award "for the person who has done most during the past year to develop a public understanding of advertising" . . .

Ed Lindner, copywriter at Benton & Bowles, and his actress wife, **Gladys Austen**, will be vacationing in Europe until mid-September. . .**William North Jayme**, former agency copywriter now a creative consultant, is the author of "Hokinson's Girls Revisited," in the "After Hours" section of *Harper's Magazine*, September issue . . .

JET TO JAPAN—*Carroll P. Streeter, editor of Farm Journal, and his wife pause beneath the red torii gate at San Francisco International Airport before boarding Japan Air Line's jet courier flagship "Fuji," bound for Tokyo.*

Jean Sanford, media director of Fensholt Advertising Agency, Chicago, wrote, produced and directed a show, "It Pays to Advertise," for the Beach & Tennis Club of Chicago Aug. 20. Participants in the show all were club members . . .

Barbara Joan, daughter of **Irv Gross**, vp and general manager of Henry I. Christal Co., New York, radio station representative, will be married Sept. 11 to Sol Goldstein. Both plan to be social workers. Kay Linda, daughter of **Paul Gumbinner**, radio-tv vp at Lawrence C. Gumbinner Advertising, was married Aug. 27 to Sanford Bienen, who is working toward a Ph.D. in psychology at the University of Maryland . . .

It's a girl (just what they wanted) for **Frank McCann**, on the tv sales staff of the Katz Agency, and wife Peggy. Karen, 8 lb. 1 oz., arrived Aug. 24 . . . A son was born Aug. 24 to Mr. and Mrs. **Gail Smith**. Mother is actress **Barbara Whiting**. Father is director of television advertising for General Motors . . .

Catherine Larkin, secretary to **Peter W. Allport**, exec vp of the Assn. of National Advertisers, has retired. She came to ANA for a one-week temporary spot and stayed for 30 years . . . **Herbert L. Freet**, vp and account supervisor for Paul Klemtner & Co., Newark, celebrated his 10th year with the agency on Aug. 31 . . .

Newly elected to the board of directors of the International Society for Crippled Children & Adults are **Thomas D'Arcy Brophy**, retired chairman of Kenyon & Eckhardt; **Arthur B. Langlie**, president of McCall Corp., and **Edgar Kobak**, consultant and former Mutual Broadcasting president . . . The civic committee of the People to People program has awarded a citation to **Morton J. Wagner**, exec vp of Bartell Broadcasting and general manager of Radio Station KYA, San Francisco. The citation is in appreciation of KYA's service in sending pharmaceutical products to Osaka, Japan, for public welfare work . . .

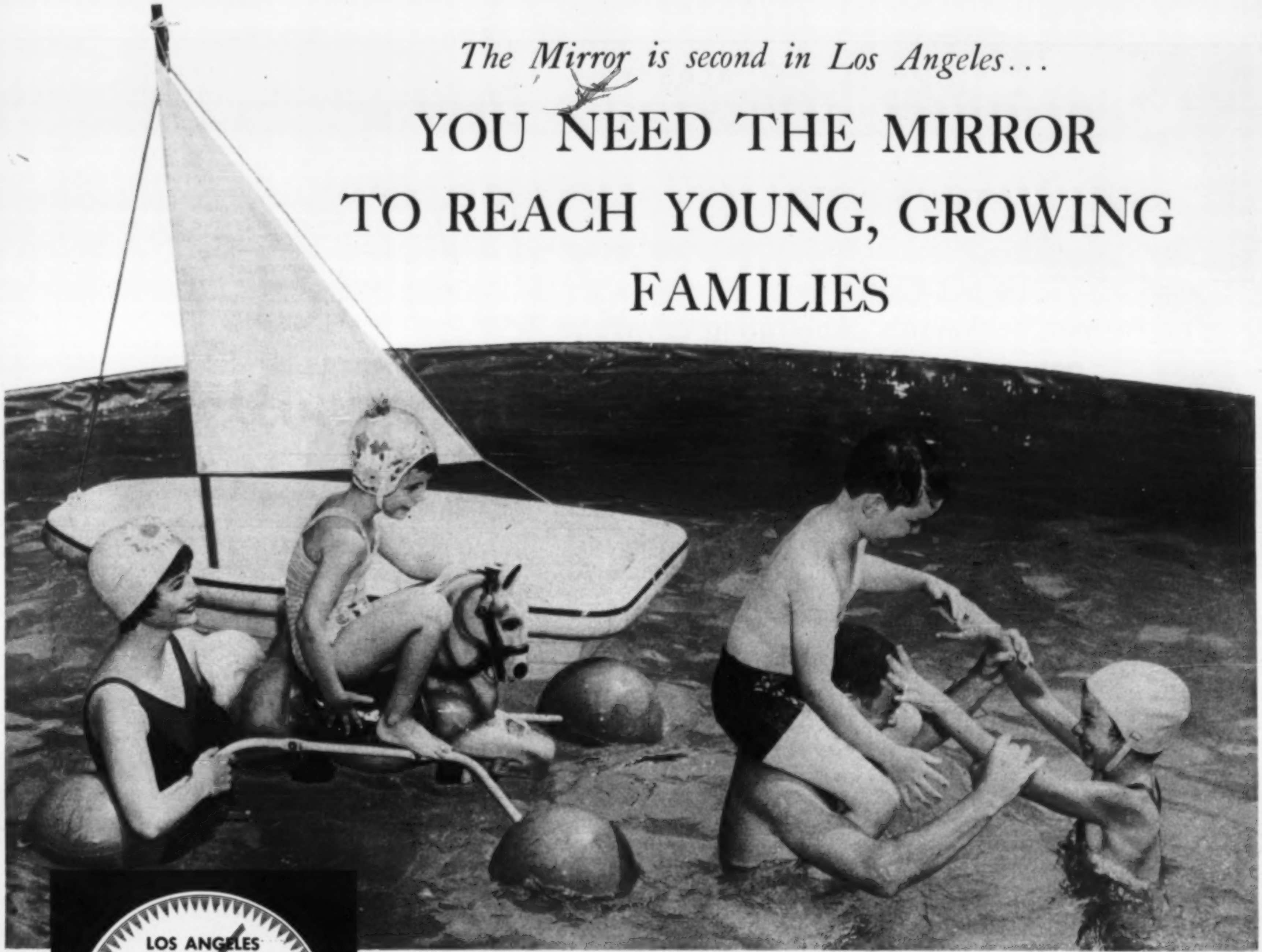
Chicago admen at work in the 1960 Crusade of Mercy campaign include **Fairfax Cone**, chairman of the executive committee of Foote, Cone & Belding, chairman of the drive, and **Walter C. Kurz**, vp and director of sales of the *Chicago Tribune*, a division chairman. Serving as section head is **Perry Brand**, vp, Clinton E. Frank Inc., and as group chairman, **Richard Needham**, vp and director of personnel, Needham, Louis & Brorby . . .

Ace: **Kay Wilcox**, assistant manager, Chicago Federated Ad Club, scored a hole-in-one with a 130-yard shot on the sixth hole at Waveland golf course, Lincoln Park . . .

Nancy Schwamm Billingsley and **Thomas Ehninger**, both of Erwin Wasey, Ruthrauff & Ryan's Chicago office, will exchange vows Sept. 9 . . .

The Mirror is second in Los Angeles...

YOU NEED THE MIRROR TO REACH YOUNG, GROWING FAMILIES



LOS ANGELES CONTINUING HOME AUDIT

Year around in-the-house measurement of buying habits in Los Angeles County since 1945

FOR ACCURATE CURRENT DATA, THE LOS ANGELES CONTINUING HOME AUDIT IS USED BY LOCAL ADVERTISERS, NATIONAL FIRMS AND ADVERTISING AGENCIES.

The Los Angeles Continuing Home Audit is acknowledged as an authentic source of marketing and media data because it has consistently provided facts which stand up. For 15 years, 1,000 different families have been interviewed every other month—90,000 in all. Facts Consolidated, an independent research organization, conducts the interviews. Findings on competitive standings of products as well as newspaper analyses give the full picture in America's second largest market.

More than 466,000 children under 18 are members of families who read the Los Angeles Mirror. This is second only to the morning Times in the Los Angeles weekday metropolitan newspaper field. In percentage, The Mirror is far and away in first place with a whopping 65% of reader-families having youngsters.

This information, from the Los Angeles Continuing Home Audit, ties in with other data from this same authentic source. Mirror families are primarily young homemakers. Over 75% are 49 years of age and younger. 57% own their homes. 70% earn $5,000 a year or more with 16% in the $10,000-and-over bracket.

Put them all together—it spells mother and father and growing families with the means to buy in the years of acquisition. For advertisers who have products and services for these families, the Los Angeles Mirror belongs high on the list.

Largest Evening Home-Delivered Circulation In The West

LOS ANGELES MIRROR

Norman Chandler, President, The Times-Mirror Company

Represented by O'Mara & Ormsbee, New York, Chicago, Detroit and San Francisco

Want to Sell—ALASKA?

Sell the prosperous people of our booming 49th state through Alaska's Daily Newspapers—*The Ketchikan News, The Anchorage Daily Times, The Daily Alaska Empire* and *The Fairbanks Daily News-Miner*. There's gold in this vital northland market. Call your West-Holliday man now!

REPRESENTED BY
WEST-HOLLIDAY Co Inc
NEW YORK • CHICAGO • DETROIT • DENVER • LOS ANGELES • SAN FRANCISCO • PORTLAND • SEATTLE

Advertisers Sue Australian Station in Time Slot Shift; Old Slot Restored

SYDNEY, Sept. 6—In a case believed to be without precedent, two leading Australian television advertisers recently went to court to prevent a station from taking away their coveted time slot.

The case was settled out of court, reportedly in favor of the advertisers.

Victa Consolidated Industries and Sterling Pharmaceuticals brought the suit through their agency, Hansen Rubensohn-McCann Erickson. They asked Justice Gavan Duffy of Victoria Supreme Court to issue an injunction preventing GTV, Melbourne, from moving their program, "Five Fingers," from 8:30 p.m. to 9:30 p.m. Fridays.

- The action keenly interested the Australian Assn. of National Advertisers, as well as tv executives throughout the country.

The advertisers claimed that "Five Fingers" was slated to replace "77 Sunset Strip" at 8:30. They said GTV then switched "Five Fingers" to 9:30 and substituted a live studio presentation, "The Graham Kennedy Show," at 8:30.

Colin Bednall, general manager of the station, testified that the sponsors had not returned contract forms to the station.

GTV changed the times of shows following a directive from the postmaster-general that live programs be increased between the peak viewing hours of 7:30 p.m. and 9:30 p.m.

At the end of the first day's hearing GTV's legal representative asked for an adjournment so that settlement terms could be discussed with the sponsors.

The court was subsequently advised that conditions suitable to all parties had been reached, on terms that were undisclosed.

The parties have refused to comment on the settlement terms, but ADVERTISING AGE's Sydney correspondent was told that "Five Fingers" would be back on its old time channel within a few weeks.

- Victa Industries and Sterling Pharmaceuticals, both major national advertisers, are two of Hansen Rubensohn-McCann Erickson's most important clients.

Victa, one of the romances of Australian business, produces a rotary mower that in a few short years has captured 70% of the Australian motor mower market. Sterling is the Australian offshoot of the American drug company of the same name. #

Behlmer Joins KCOP

Rudy H. Behlmer, former West Coast tv and radio director of Grant Advertising, has been named executive producer in charge of all program and commercial production and development of KCOP, Los Angeles. Mary Warren will continue as program director for KCOP and administrative head of the program department, in addition to assuming responsibilities in coordinating film purchasing and program office procedures for Nafi stations KPTV, Portland, Ore.; KFJZ, Fort Worth, and KCOP.

McCann's CCI Merges with IBR

International Business Relations Inc., San Francisco public relations company, has merged with the CCI division of Communications Affiliates, a McCann-Erickson subsidiary. CCI's West Coast headquarters will be in the IBR's offices at 209 Post St. P. K. Macker, IBR president, will become vp in charge of all CCI operations on the West Coast.

KNXT Advances Three

In a series of promotions, KNXT, Los Angeles, has named Gordon French and Robert Cochran account executives, and Robert I. Nelson sales research manager. Mr. French was previously national sales representative; Mr. Cochran was sales service manager. Mr. Nelson has been assistant director of sales research and sales promotion since last October.

The Farmer-Stockman's penetrating coverage gets greatest Sales-Results in

Texhoma-Land*
*RURAL TEXAS AND OKLAHOMA

Oklahoma
Texas

For example: Mr. George F. McKay, President of the Edge-Rite Corp. of Brownwood, Texas says:

The product manufactured and advertised by the Edge-Rite Corporation is a power sprayer unit that sells for $79.95. The Edge-Rite is recommended for more than 20 types of spraying jobs around the ranch or farm.

"I know when our advertising gets results"

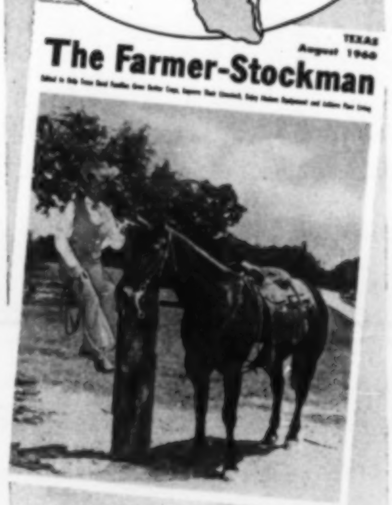
"Ours is a manufacturing business. ALL orders we get for Edge-Rite Power Sprayers must come as a result of our advertising."

"Although the Farmer-Stockman has always been a good producer for us, our returns have increased materially since its page size was enlarged. In fact, the Farmer-Stockman produces more business for us per dollar invested than any other general farm magazine we use."

"Our experience makes us believe that a magazine locally edited—like the Farmer-Stockman—is much more effective than a magazine containing broad editorial treatment . . . and circulating in a large area."

★ ★ ★

SALES-RESULTS LIKE THIS explain why more and more advertisers are using the Farmer-Stockman to SELL in this rich market! It gives them the most effective, lowest-cost coverage in Texhoma-Land!* For space reservations—or additional data, write, wire or phone your nearest Farmer-Stockman office now!



For years—
Edited IN Texas FOR Texans!

OKLAHOMA
August 1960
The Farmer-Stockman

For years—
Edited IN Oklahoma
FOR Oklahomans!

* Rural Texas and Oklahoma

436,476 total paid subscribers

The Farmer-Stockman
OKLAHOMA CITY • DALLAS

Director of Advertising, J. H. Hunter

SALES OFFICES:

CHICAGO 11, SUperior 7-6145
400 N. Michigan Avenue
Lee Hainline, Mgr.

NEW YORK 17, MUrray Hill 4-3340
420 Lexington Avenue
Joe Paulsen, Mgr.

OKLAHOMA CITY 1, CEntral 2-3311
500 N. Broadway
Bill Pullen, Mgr.

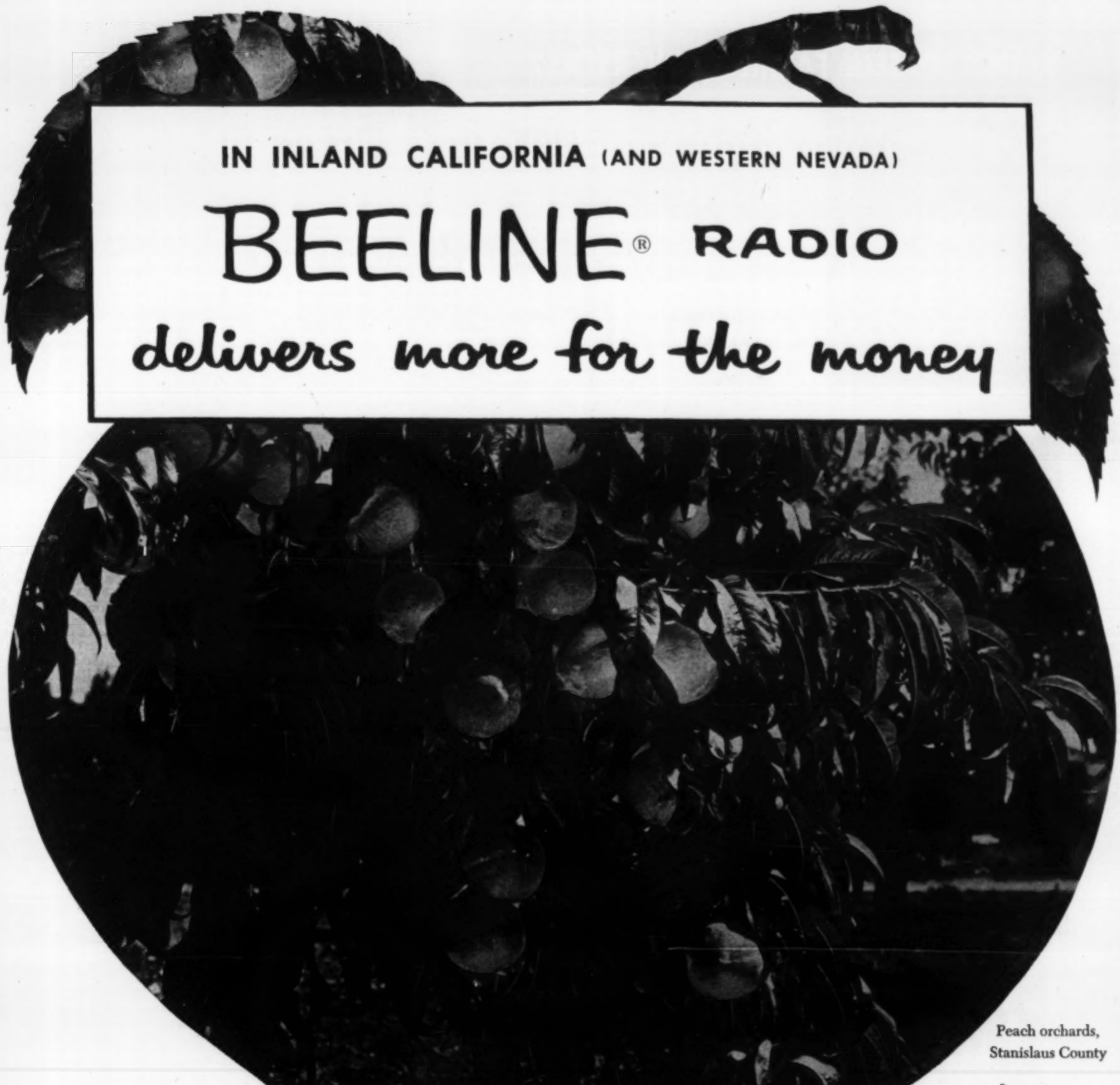
DALLAS 5, LAkeside 1-3121
4321 N. Central Expressway
Alex McCommas, Jr., Mgr.

STATE and LOCAL FARM PAPERS

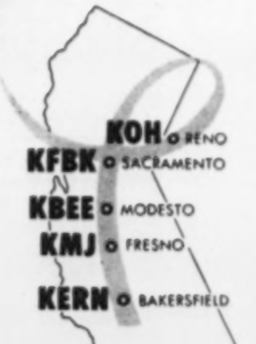
IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE® RADIO

delivers more for the money



Peach orchards,
Stanislaus County



● Modesto, home of KBEE, is a peach of a farm market. The gross income of the average farm around Modesto is $18,186 — almost 161% higher than the national average.* The home county (Stanislaus) is:

first nationally in peach production
first nationally in milk exports
second nationally in turkey production
ninth nationally in total farm income

The most effective way to beam your radio message into the prosperous Modesto area is on KBEE, the Beeline station in Modesto.

As a group the Beeline stations cover a market whose retail volume exceeds that of Vermont, Maine, New Hampshire and Rhode Island *combined*. The five Beeline stations deliver more radio homes here than any combination of competitive stations . . . at by far the lowest cost per thousand. (Nielsen & SR&D)

**Sales Management's 1960 Survey of Buying Power*

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

Agricultura de las Américas
World Farming

WANT TO SELL FARMERS OVERSEAS?

Your farm market can be as wide and prosperous as the world! Now, many manufacturers of farm-use products enjoy a brisk export business. They depend upon two unique international magazines to reach leading ranchers, planters and commercial farmers. They use **Agricultura de las Américas** for its leading audited farm market coverage of Mexico, Central and South America.

To generate sales in Africa, Asia, the Middle East and Oceania, the media choice is **World Farming**, also the leader in its field. Write today for informative Market and Media Folder.

AGRICULTURA de las AMERICAS | **WORLD FARMING**

1014 WYANDOTTE ST., KANSAS CITY 5, MO.

'Electrical Manufacturing' Now 'Electro-Technology'

Electrical Manufacturing, a Conover-Mast publication, will assume a new name with the October issue. The change to *Electro-Technology* "formalizes an evolution that has already taken place and does not augur any further change in editorial approach or content," according to the magazine's publisher, Louis Perrottet.

Lufthansa Appoints D'Arcy

Lufthansa German Airlines, West Germany's transatlantic carrier, has appointed D'Arcy Advertising Co., New York, to handle its advertising in the U.S., Canada and Latin America. The $400,000 account was previously handled by Charles W. Hoyt Co., which will continue to prepare and place Lufthansa advertising in international publications. This international segment is worth about $100,000.

ALL AGES—*William Carter Co. will use color pages like this in fall and winter in eight magazines. The agency is Batten, Barton, Durstine & Osborn.*

Carter Sets Print Campaign for Men's, Children's Underwear

NEEDHAM HEIGHTS, MASS., Sept. 7—William Carter Co. plans to use four-color pages and spreads in its fall-winter campaign for its infants' and children's underwear, sleepwear and outerwear, as well as for its men's underwear.

Magazines on the Carter schedule will be *Good Housekeeping, Ladies' Home Journal, McCall's, My Baby, Parents' Magazine, The New Yorker, Sports Illustrated* and *Your New Baby*.

For infants' and children's wear, Carter will continue its recent use of "bigger big baby" illustrations. Previously, Carter used "Tops in Toddlertown"—illustrations showing a number of babies in many garments. This year the "bigger big babies" artwork will run to four-color bleed pages and a full-color spread.

■ Carter will also launch its third campaign for its men's knit underwear showing the "incogknito" Ernie Klack, a character whose face never appears in the ads. Carter credits last year's Klack campaign with boosting its men's wear division sales by 69%. The Klack copy will appear in four issues of *Sports Illustrated* and *The New Yorker*.

Batten, Barton, Durstine & Osborn, which has had the account since 1933, is the agency. #

TelePrompTer Sales Up

TelePrompTer Corp., New York, reported record gross revenues of $2,631,071 for the first six months of 1960. This represented a 37% increase over the $1,910,194 recorded for the first half of 1959. Earnings, however, were down—$107,821 for the period ending June 30, 1960, compared with $132,135 for the 1959 half. The company said that its drop in net income was caused by its development of Key-TV, a pay-tv system, which will be tested in Liberal, Kan., this year (AA, June 27, 1960), and its expanded activities in community antenna tv systems.

Wood Named Editor of Daily

Lee B. Wood has been named editor of the *New York World-Telegram & Sun*, succeeding Roy W. Howard, who will continue as director and president of Scripps-Howard Newspapers. Noel S. Macneish will continue as business manager of the daily.

KABC-TV Boosts O'Leary

Richard A. O'Leary, assistant sales manager of KABC-TV, Los Angeles, has been named general sales manager. He replaces Elton H. Rule, recently named general manager of the station.

Even as the picture at left was being taken, men were working on a third block of Kalamazoo's shopping mall (behind camera), which will be opened this fall.

This typical downtown store scene offers visual evidence of the vigorous tempo of current retail business in Kalamazoo.

Grass Grows on Kalamazoo's busiest shopping street—but not in its store aisles!

Kalamazoo's permanent shopping mall in the downtown business district is but one facet of a long range revitalization program. It is a reflection of a vigorous and healthy community life which possesses a knack for getting things done and promoting good business.

Last month, last year, and the year before, Kalamazoo toppled previous retail sales records. Significant to marketing people is the fact that Kalamazoo County has the highest per capita retail sales of all the 47 populous counties in the southern half of Michigan.*

The most economical and resultful way to sell the entire high-potential Southwestern Michigan market of nearly 300,000 population is through the Kalamazoo Gazette—a "member of the family" for 127 years. Don't take our word for it—ask Kalamazoo's prosperous retailers.

*Source: Michigan Dept. of Revenue, for fiscal 1959.

"The daily newspaper is the total selling medium"

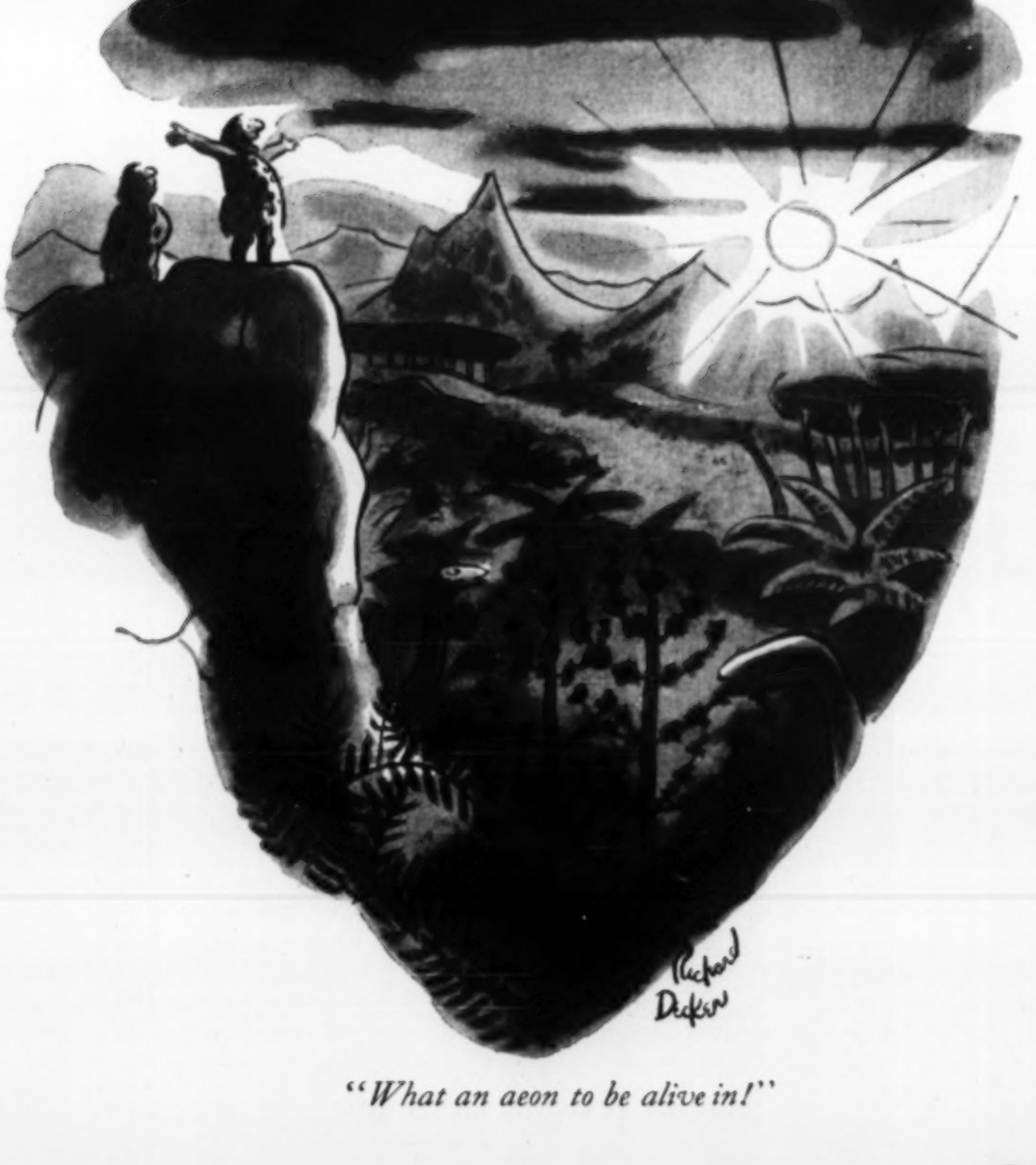
KALAMAZOO GAZETTE

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 ● Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 ● Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 ● William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

THE NEW YORKER creates

Copyright 1959, The New Yorker Magazine, Inc.



"What an aeon to be alive in!"

Offices: New York, Chicago, San Francisco, Los Angeles, Atlanta, London

PAN AMERICAN

GRACIOUS LIVING—*Japan's Kirin Beer Co. has been featured in tv spots in the U. S. typifying the many contrasts of Japanese life. Viewers are told "Japan is ultra-modern, yet it has a tradition of romance, beauty and craftsmanship gleaned from the centuries. In Japan, gracious living is a way of life, and Kirin beer, Nippon's first beer, one of the world's great beers, has become a Japanese tradition." Kirin's taste is said to be "as delicate as the Japanese dance." Mitsubishi Trading Co., Kirin's distributor in the*

Information for Advertisers

- "Major U.S. Markets Analysis," a study which includes complete sales ranking by dollar volume of 300 metropolitan market areas in the basis of sales classification, has been published by the **Greensboro Daily News** and **Record.** The 1960 edition of the analysis also covers ranking of gain or loss (1959 over 1954) of the 300 market areas in the basic sales classifications by dollar volume and the ranking of the South's top metropolitan market areas in the basic sales classifications by dollar volume. Copies are available by writing on business letterhead to Lawrence R. Sarra, National Advertising Manager, *Greensboro Daily News* and *Record*, Greensboro, N.C.

- "Crucial Issues in Public Relations" has been published by the Colorado chapter of the **Public Relations Society of America.** The book contains chapters on "Are We a Profession?," "Should We Have Licensing?," "Can You Educate Public Relations?" and "Should Management Be in Politics?" Priced at $1.50 each, copies may be obtained from Victor J. Danilov, Director, Office of Public Information, University of Colorado, Boulder, Colo.

- "The Practice & Application of Technical Writing & Reporting in Industrial Marketing," a study of the techniques of technical journalism and their frequency of use, has been published by **Harry W. Smith Inc.** Free copies are available from Michael London, Harry W. Smith Inc., 41 E. 42nd St., New York 17.

- "A Portfolio of Services For Checking Retail Advertising on Products Sold Through Grocery Stores," a 24-page booklet which checks advertising tie-ins on products sold through grocery stores, has been published by the **Adver-**

HE CAN HELP YOU

If you're looking for fast Direct National Distribution

Barney Kingston, Merchandising Director

Don't be fooled by the "outlet map" on your wall! It's one thing to put your product in stores—it's quite another to move it.

If your product or service lends itself to personal selling—whether in a home, office, store, institution, service station, etc.—it will pay you to investigate the booming $9½ billion DIRECT SELLING FIELD. Manufacturers and agency executives often amazed to learn how easy and inexpensive it is to move merchandise through modern direct selling—in ALL counties of the 50 states and in the provinces of Canada.

Let us analyze your product or service without obligation on your part. If your product has potential in our field, we submit 35-year sales-tested plan for consideration; sample plan starts 50 new companies every month . . . many of which now do from $250,000 to more than $12½ million annually.

Send factual data to our Merchandising Director, Barney Kingston, Dept. P-120, Salesman's OPPORTUNITY Magazine, 850 North Dearborn Street, Chicago 10, Ill.

In Chicago

U.S., has been running 14 one-minute announcements per week each on WNEW-TV, New York; KTLA, Los Angeles, and KGMB-TV, Honolulu. The schedules of minutes will be followed with a yet-to-be-set campaign of station identification breaks, probably in a larger number of markets. Grant Advertising is the agency.

tising Checking Bureau. The booklet covers all types of programs, including merchandising agreements without qualification as to performance, minimum performance agreements and reimbursement at national line rate. Copies may be obtained from the Advertising Checking Bureau, 18 S. Michigan Ave., Chicago 3. ≠

Stewart Swimwear to Olen

Elisabeth Stewart Swimwear, Bell Gardens, Cal., has appointed David Olen Advertising, Los Angeles, to handle advertising, public relations and sales promotion. Color page ads have been scheduled for *Harper's Bazaar* and *Vogue* during the appropriate 1961 seasons. First showing of these ads was at its national sales convention, held last week.

Ball Adds Nine Accounts

Ball Advertising, Evansville, Ind., has been named to handle nine new accounts. They are Ideal Pure Milk Co., Schnacke Mfg. Corp., Peerless Pottery and Consumers National Life Insurance Co., all of Evansville; Mallory & Co., Chicago; Aluminum of Paducah, Paducah, Ky.; Neon Art Signs, Louisville, and Newburgh Woodshop, Newburgh, Ind.

Ceco Steel Names Reincke

Ceco Steel Products Corp., Chicago, has appointed Reincke, Meyer & Finn, Chicago, to handle its advertising in the architectural, engineering and building fields. Charles O. Puffer, who formerly handled the account from his own agency until he recently joined Reincke, Meyer, will be the account executive.

Papert Adds Silversmiths

Sterling Silversmiths Guild of America, New York, has appointed Papert, Koenig, Lois, New York, to handle its advertising. The account was formerly handled by Fuller & Smith & Ross.

. . . O'Hare International, the "jet capital," is the largest commercial airport in the world. Its ten-square-mile complex now handles over 125 jet flights a day. And with the completion of its $120,000,000 building program in 1962, it will be capable of handling twelve million passengers annually!

In Chicago
WGN
TELEVISION

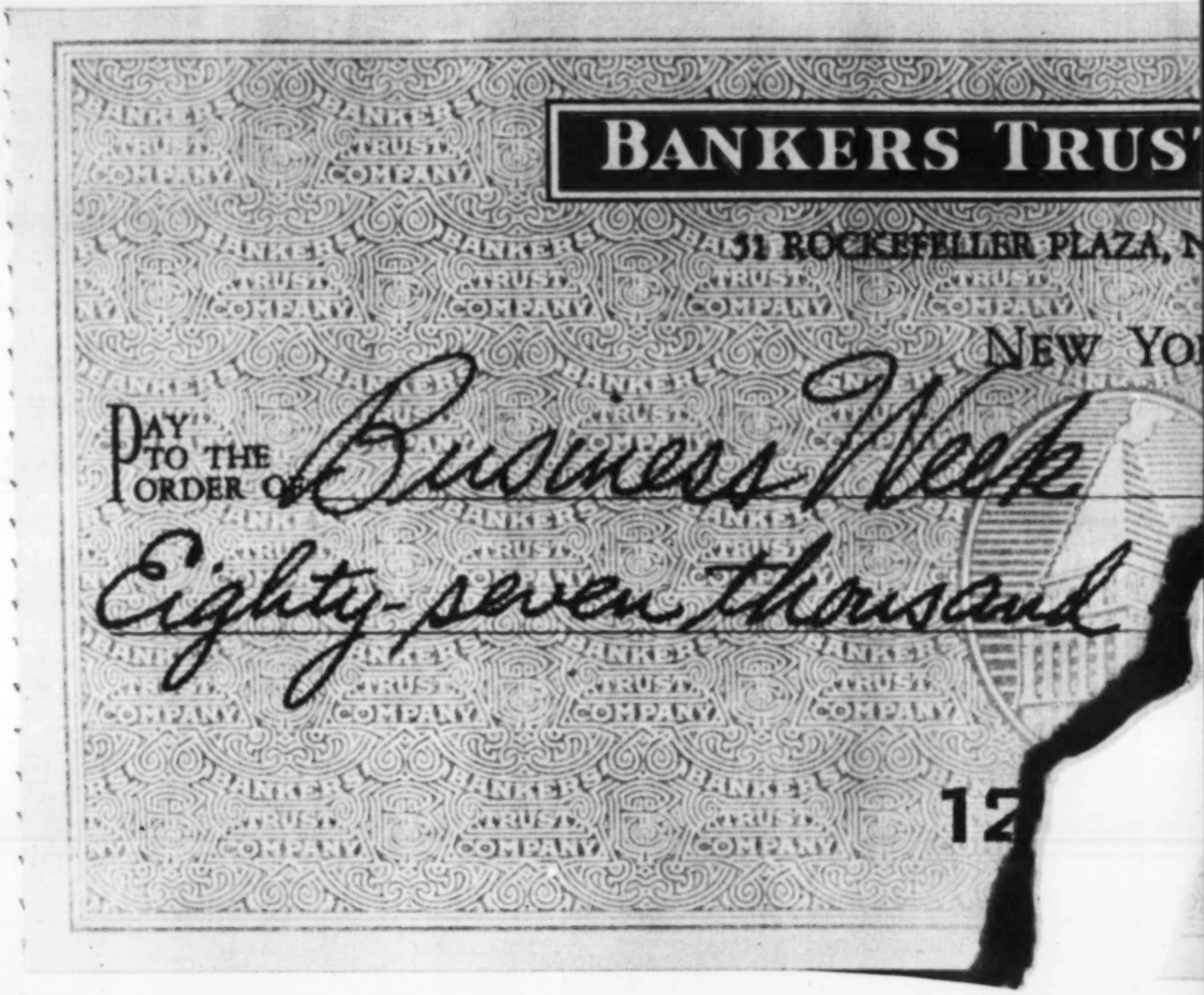
—owned and operated by Chicagoans—is dedicated to quality programming and community service.

WGN IS CHICAGO
Quality • Integrity • Responsibility

Traffic World
is the weekly newsmagazine of **transportation management*** in every industry and in every mode of transportation

* the men who set transportation policies in their own organizations and collectively form the national transportation policy — industrial traffic managers, carrier executives, port authority traffic executives, public warehousemen, educators, government and military officials, transportation attorneys, chamber of commerce officials.

See our Service-Ad
in SRDS Class. 148



BANKERS TRUS

31 ROCKEFELLER PLAZA, N

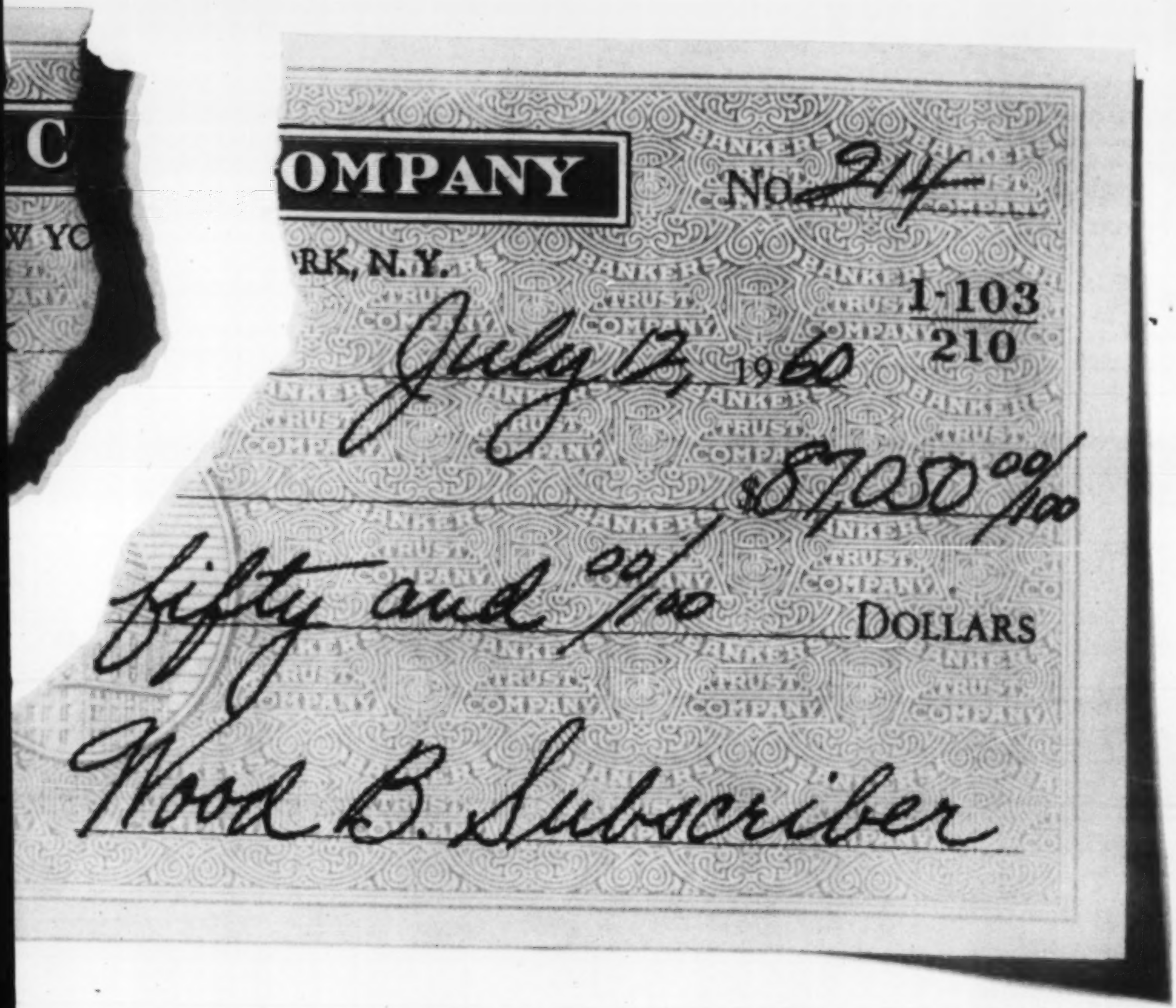
NEW YO

PAY TO THE ORDER OF Business Week

Eighty-seven thousand

12

Some things,



C

W YO

OMPANY

No. 214

RK, N.Y.

1-103
210

July 12, 1960

$87,050 00/100

fifty and 00/100 DOLLARS

Wood B. Subscriber

money can't buy

MONEY alone can't buy a subscription to Business Week.

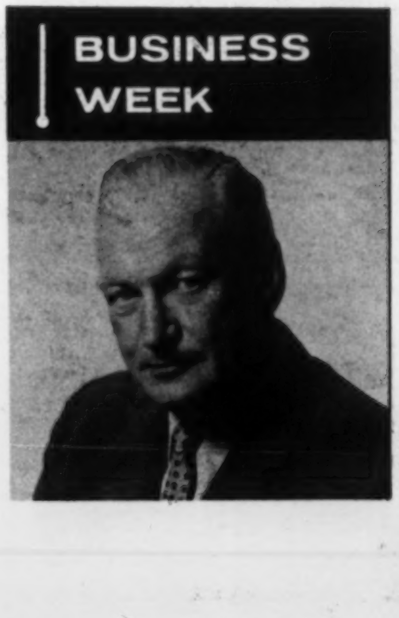
Last year, 10,862 people, who sent us $87,050 for subscriptions, found this out. Regretfully, their money had to be turned down.

Business Week limits its subscriptions almost exclusively to *management men*. There are no copies sold at newsstands.

Sometimes, people accuse us of snobbism. Usually, they change their minds when they know the purpose of this policy.

It's to guarantee an audience our editors *know*, whose language they speak, whose interests they understand.

It's to guarantee an audience our advertisers want to reach, composed of decision-makers in business and industry.



YOU ADVERTISE IN BUSINESS WEEK WHEN YOU WANT TO INFLUENCE MANAGEMENT MEN

BUSINESS WEEK A McGraw-Hill Magazine

UP
UP
UP
UP
UP

A Giant 95.1% in the past census period

A "tremendous" circulation increase with which the PRESS more than matches the accelerated population growth of Southern New Jersey's rich and rapidly expanding 3-phase market.

Atlantic City Trading Center **up** 28.97% Atlantic City Metropolitan Area **up** 21.2% CITY ZONE **up** 18.9%—a real advance in all 3 phases—industry, agriculture and resort.

FOR ONE-PAPER COVERAGE, IT'S THE PRESS!

ROLLAND L. ADAMS
President

Scolaro, Meeker & Scott, Inc.
National Representatives

Atlantic City Press
Southern New Jersey's "Good Morning" Newspaper

Wolverine Shoe Follows Hush Puppy Sell-out with Campaign for Pigmillion

ROCKFORD, MICH., Sept. 6—Wolverine Shoe & Tanning Corp. again is playing "seek-a-hide" as the result of buying pressure at the height of a marketing-merchandising campaign intended primarily to increase recognition by women's shoe manufacturers of its Pigmillion pigskin, a product of its Haus of Krause division.

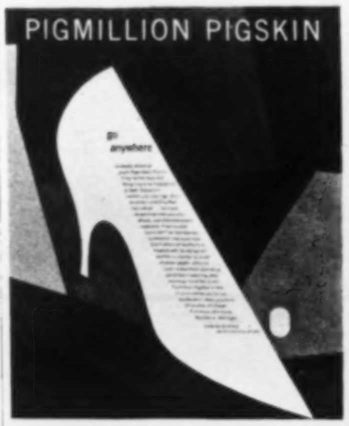
Early this year (AA, April 4) Wolverine outran the pig population as the result of similar response to an integrated promotion in behalf of its Hush Puppies casual shoes for men and boys. It placed its factory on two shifts (where it still is) and sent its hide buyers scurrying for more raw materials.

Last week John Hart, ad manager, called Don Mahlmeister, the account supervisor, at MacManus, John & Adams, and asked for two things: (1) An ad explaining the slowness of Pigmillion deliveries and; (2) full speed ahead on the marketing-merchandising campaign which made the advertisement necessary.

"Catching up with the flood of orders is just a matter of time and pigs," said Mr. Hart. "Let's throw the merchandising into high gear."

■ Pigmillion pigskin already is in demand for top names in the women's shoe field. The aim of Haus of Krause is to extend that market by creating pressure at the retail level. Following is the anatomy of the resultant promotional campaign, now going on and believed to be one of the most completely integrated advertising-merchandising efforts ever made in the leather field.

In March merchandisers, along with Haus of Krause agents, outlined the promotion to 40 shoe manufacturers. In the first week in April, field representatives retained by the agency called on shoe buyers in approximately 700 stores in 65 cities and presented the scope of the promotion to these buyers before they went to market or placed their fall show orders.



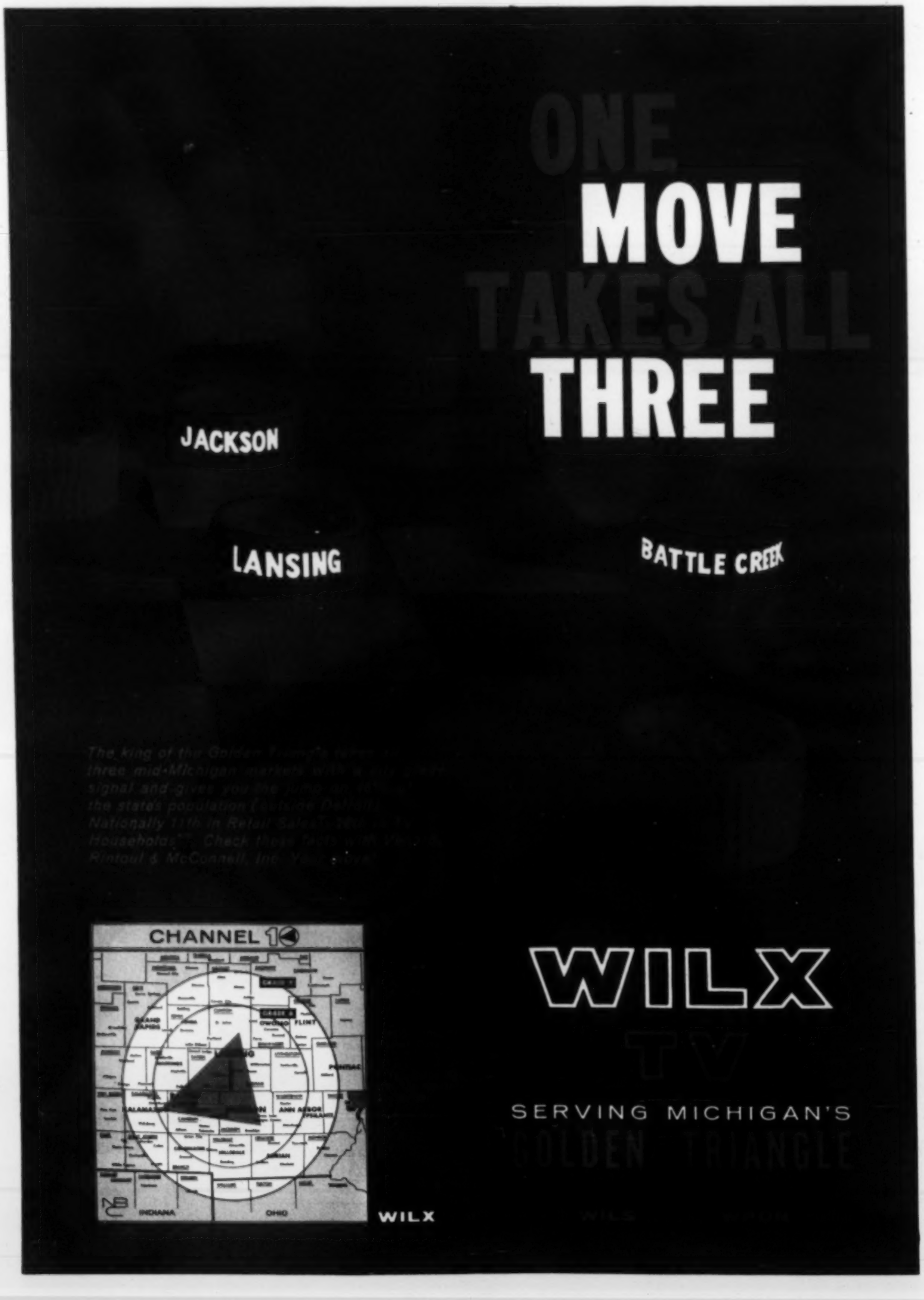
PIG PUSH—*Wolverine Shoe & Tanning Corp. used this trade ad to promote Pigmillion to shoe manufacturers.*

During April and May a four-color spread insert appeared in *Footwear News*, *Boot & Shoe Recorder* and the *Weekly Bulletin*. This insert, a joint effort with Minnesota Mining & Mfg. Co., another MacManus client, described the "wonderful leather . . . wonderful weather we're having" thanks to Pigmillion pigskin and its treatment with Scotchgard leather protector.

■ In early June the field merchandisers again contacted the buyers of the 700 stores they had originally called on. If Pigmillion pigskin shoes had been bought, the representatives assisted the store in formulating promotion and advertising plans and took store orders for display materials offered by the Haus of Krause.

Pigmillion Pigskin promotions will be completed in September in 65 cities. More than 500 stores will have participated. In addition, better than 600 branch stores have held or plan active Pigmillion pigskin promotions. Throughout this promotional period, the field reps are assisting stores in arranging displays, ads, fashion shows.

■ In August•and September, four-color bleed advertisements were used in *Glamour-Charm*, *Mademoiselle*, *Seventeen* and *Vogue*. Each of these ads carries the brand of the shoe manufacturers featuring Pigmillion pigskin. #



ONE MOVE TAKES ALL THREE

The king of the Golden Triangle takes [illegible] three mid-Michigan markets with a [illegible] signal and gives you the jump on [illegible] the state's population (outside Detroit). Nationally 11th in Retail Sales [illegible] Households**. Check these facts with Venard, Rintoul & McConnell, Inc. Your move!

WILX TV
SERVING MICHIGAN'S GOLDEN TRIANGLE

why is
he such a
Very
Important
Person
to you, too?

If a man is making decisions... if you are paying him to think for your company... he is a Very Important Person

The McGraw-Hill VIP Program, based on the above premise, is a constructive approach designed to build an even stronger selective paid circulation by sharing with industry one of its critical responsibilities—the development of competent people.

In the VIP Program the informational needs of a company's key men (as selected by the heads of their organization) are analyzed and matched to the proper, most useful McGraw-Hill publication. In this way we set up a highly workable and efficient "engineered business reading" plan for the entire organization.

How we do this and the degree of acceptance our efforts are receiving are explained below and on the facing page . . .

A Practical Answer to a Critical Industry Problem

"Group-selling" of subscriptions is hardly new to you or to McGraw-Hill. Today, thousands of companies on our circulation galleys have adopted such group plans. Currently, about one-tenth of the million-plus subscribers to our publications are on such a basis. And usually with the most equitable of payment methods—the man and the company share the cost, even as they share the benefits.

During the postwar period McGraw-Hill has done a lot of growing. Our publications have increased in number, in service and diversity . . . penetrating industry after industry, serving functions that cut across many industries. This is a natural reflection of the enormous growth of business itself, not only physically but in complexity. And of the many new problems top management faces, none is more critical than manpower development.

VIP

40 questions we think advertising men would like answered about the McGraw-Hill VIP program...

What exactly is the McGraw-Hill VIP "ENGINEERED" business reading program?

Today, specialization has reached such a high degree that the key men in every organization have informational needs pinpointed to their particular responsibilities.

They require a flow of specialized knowledge . . . new methods and materials, new ideas and technology. They can get this best by reading business and technical publications. But not just any publication. It must be made to each individual's measure.

Today, more than thirty McGraw-Hill specialized publications cover most major industries, technical areas, and management functions . . . aviation to textiles, administration to purchasing. This comprehensive pattern of publications placed alongside an organization's pattern means that we can, man by man, job by job, "engineer" a perfect matching of reading to needing.

This can be done simply and efficiently. It is the most workable form of adult education and cross-communications in practice in business and industry today.

Q *Is this VIP Program new?*

A The program is, yes. But group-subscription selling is as old as McGraw-Hill. We have thousands of group plans in force today; some have been in force for many years.

Q *What's your justification for approaching a busy top management man with this VIP Program?*

A Simply this: if a man is making decisions . . . if he is being paid to think for his company . . . he is a Very Important Person. The decisions he makes, how promptly he makes them, his ability to think constructively—his ideas, his enthusiasm—are all vital to his success and his company's success. Now management can directly and specifically help each of these men be better informed about his job, and the significant part it can play in the company's operations . . . with immediate and mounting dividends to management and to the company.

Q *Why should top management be interested?*

A The VIP Program fits the informational, educational, and manpower development activities fostered by management.

Q *Why should a company president be willing to work with McGraw-Hill in setting up such an important reading program for his key people?*

A Because his VIP is a Very Important Person to him, too. He is the type man for whom McGraw-Hill business and industrial publications are edited. Our job is to keep such men updated on their businesses.

Ours is a unique service of specialized communications. The VIP Program capitalizes on these information facilities, integrates them in a way to provide these decision-making managers, engineers and other key personnel with complete, timely business and technical intelligence available nowhere else.

Q *To whom do you sell the VIP Program?*

A To top management because their manpower development interests are company-wide.

Q *Where do you do your hard-selling—on company management?*

A We approach the management of a company no differently than your salesmen approach the managements of your customers. We have to demonstrate benefits, values and savings. The VIP Program built around "Engineered Business Reading," must be bought by the top echelon in the company's organization.

Q *You say the program is built around "Engineered Business Reading." What exactly does that mean?*

A The company gives us each key man's name and title, function and responsibilities. We then match up the individual's informational needs to the editorial coverage and content of the McGraw-Hill publication (or publications) most useful to him. We do this man for man, job for job, for all major functions and levels within an organization.

Q *Where does McGraw-Hill get the names of the so called "VIPs"? From mailing lists? Directories?*

A The key individuals to whom the company offers the program are selected by the company itself. No other source.

Q *How do your men know where to sell the VIP Program?*

A We do an exhaustive marketing job through our McGraw-Hill Census, and each publication has its own "unit list." Our field men have complete information on all McGraw-Hill coverage at a given location.

Q *What are the major specific values in the VIP Program for the company?*

A The values are a direct result of an employee's decision to develop a regular reading habit. When he does:

1. He increases his knowledge and his skills.
2. He is able to work faster, more effectively.
3. He makes better decisions, more easily.
4. He takes on greater responsibilities.
5. He keeps updated as a part of his job.
6. He broadens his viewpoint.
7. He becomes more profit-minded.
8. He gets specific help with his problems.

These add up to a more reliable, more confident, more enthusiastic man a company can promote with profit.

Q *Are companies really interested in a reading plan like the VIP Program?*

A Definitely yes. Aggressive managers know that their operations are only as good as the skills of their manpower. And these skills are directly related to the amount of useful, up-to-date information their men have available. Management has always been interested in the development of talented manpower. In fact, it was industry's requests that gave impetus to McGraw-Hill's Management Assistance and Manpower Development Programs—forerunners of the VIP Program. These were prepared simply because management recognized the tremendous adult educational potentials of business and technical publications.

Q *Do you sell your publications to anyone?*

A No. We try to fit the key functions in a company with publications that will be of use. However, the VIP Program is not only an over-all company plan, but it can be confined to a single department. In such a case we only sell subscriptions to the publications useful to the functions in that department.

Q *Do you restrict the number of publications a man can subscribe to?*

A Yes, just as we do with individual subscriptions. We suggest not more than two. Most subscribers choose the one publication best fitted to their needs because that's the way the VIP Program is sold to them.

Q *Isn't the VIP Program a "gang" or "mass" sales method?*

A No. If we were selling just one publication this might be true. But we sell over 30 different publications. In any one company total subscriptions may vary from a few to several dozen. The number of different publications involved can vary from two or three (in the case of a department program) to twelve to fifteen (for a full company program). Over the years we have been quite successful in developing good penetration in plants or departments with the group-selling method.

Q *How can McGraw-Hill claim to be able to "match the magazine to the man"?*

A Today we publish 41 specialized business magazines and services, penetrating into and cutting across practically every industry, serving most major functions and job interests. We encompass more than twenty different industries. We serve both domestic and export operations. We have production publications as well as marketing publications. Our span of editorial coverage reaches from atomic energy to zinc smelting, from engineer to president.

Q *Do you personally contact each individual subscriber?*

A Our salesmen have three different presentation methods available: One, they offer to appear before groups with common interests, such as design engineers, to explain the content and value of the publication that might be of interest to such men. Each prospect is given a profile sheet for each of the publications that may be of value to him. This profile sheet contains additional information to guide him in arriving at his decision. Two, some companies do not permit meetings or personal contact. In this case we provide them with literature which they can circulate among their selected employees. Here again we stress the specifications of the publications and the fact that we reserve the right to reject nonquality subscriptions. This approach is much like a mail sale.

The third approach is where the company permits us personal contact with each of the individuals involved in the program. More often than not, the third method is the one under which we operate.

Q *What happens in those instances where you do not have a magazine to match the man?*

A Nothing. We don't recommend any McGraw-Hill publication to him. But unquestionably by educating and promoting the benefits of a well-organized company business reading program we open doors and minds for other reputable business publications.

Q *Isn't "Engineered Business Reading" a gimmick for promoting subscriptions to those publications you want to push most?*

A We'd be pretty silly to abuse it this way. Obviously it is more difficult to initially interest a man in a business magazine that does not adequately match his job needs. Besides that, the final choice is always his. Even if we should hoodwink him, how long could we expect his continued, active readership? And then what a heavy forfeit we would pay for our foolishness when renewals came up!

Q *Do you accept as subscribers any and all individuals a company specifies?*

A Not unless they meet the particular publication's circulation standards. And there are several excellent "checks" inherent in the program to insure that they do. In person and in print we constantly stress "key men," individuals of managerial or potential managerial status. Nor does management pick these names out of the air. These lists are usually built by industrial relations and personnel executives working with top management. And just as the man can check a magazine's suitability for himself on its "Profile Sheet," we in turn can check the man's qualifications and needs against it, too.

Q *What happens if management insists on low-quality subscribers?*

A We operate the VIP Program just as we do single sales. Subscriptions are sold only to those titles and functions that meet individual publication requirements—or we won't put them in the plan.

Q *Will the titles and quality of subscriptions sold in quantity stand up under scrutiny?*

A Very definitely because we reserve the right to reject any subscriptions which we feel may not qualify. We are not interested in merely selling large quantities of subscriptions. Our desire is to build the most effective audience we can for our publications and the shortest route to do this is to confine our selling efforts to qualified subscribers. Anyone is free to visit our New York offices and examine our subscriber lists at any time.

Q *How do VIP subscriptions renew?*

A Renewal experience is excellent. This is because of our subscription quality control. By helping a subscriber fully understand the areas of interest covered by a publication, he makes a choice that is right and the editorial and advertising content fit his informational needs. Hence he develops a reading habit which helps him with his job.

Q *How do you know you are getting good readership?*

A One of the main reasons for the VIP Program is to give us a method of reaching a broader group of potential subscribers and to give us an opportunity to explain the wealth of values in our publications. Once we achieve this, the same yardstick on reader acceptance that we've always had applies. We take care to sell quality titles. We take pains to fit a publication to a man's special interests.

Then if he finds the editorial and advertising content is helping him he'll spend his money again to renew his subscription. When he reconfirms his need for a publication he's not doing it just for drill. When we sell a group plan we place the built-in ability of our publications to interest a majority of responsible men right on the line. If they do not develop interest expressed in renewals and expansion, the company is quick to decide the plan is not worthwhile. Readership, however, has been most satisfactory as proven by our growing list of such programs.

Q *Once you sign up a company do you cross it off your prospect list and forget about it?*

A Like yourselves, our best prospect is a satisfied customer. Seldom do we get 100% of the target. Our representative services the account regularly. He is armed with useful tools and counsel to encourage business paper reading. Growth constantly brings new decision-making men into the picture. And you can be sure we want every qualified subscriber to renew as enthusiastically as he did when he first signed up.

Q *Once management accepts the VIP Program doesn't it put pressure on its people to participate?*

A Quite the contrary. Experience and good sense counsel presidents, industrial relations men, personnel directors, and other executives that the easiest way to insure failure of any program involving their people is to force participation. They lean over backwards to make room for voluntary action.

Q *Doesn't the company usually pay the entire subscription fee?*

A No. The VIP Program offers three different plans: company full-pay which is used where it is company policy to purchase subscriptions for key executives; cooperative-pay which we stress because it indicates the company's interest while making the prospective reader arrive at a voluntary decision to read; and individual full-pay where the subscriber pays the entire cost. We have all three in use and can use combinations of all three in a VIP Program. However, the vast majority of subscriptions in the Program are sold on a cooperative-pay basis.

Q *What about special deals or inducements?*

A There are none. Those of our publications which may currently have a reprint premium make it available to VIP participants just as they do to any other prospective subscriber.

Q *Do you cut the rate for a VIP Program?*

A McGraw-Hill never "cuts" rates. Some publications have two basic price schedules: (1) a group rate without a premium; (2) the standard rate which includes a reprint premium. Either are acceptable; both are used. Further, all sales must qualify under ABC rules and regulations.

Q *Is this how McGraw-Hill gets most of its coverage?*

A No. The VIP Program is only one of several methods McGraw-Hill uses to sell subscriptions, and group or so-called club business of one kind or another is estimated to account for only 10% of our paid subscriptions.

Q *Does VIP Program selling lower your circulation sales costs?*

A Not directly since we pay the same costs as for individual subscriptions. However, we speed up our selling and get good penetration economically.

Q *Aren't some companies going to become irritated over large quantities of McGraw-Hill publications arriving in their mailrooms?*

A Not when they personally arranged to receive them and know they're there because they have put a recognized value on these publications' practical benefit. Our experience shows that once top management understands and accepts the concept and utility of the VIP Program it has every inclination to encourage in-plant reading by its men. Then, too, many of these subscribers ask for and get their copies at home.

Q *Isn't there a serious danger of building up large pockets of circulation at the expense of better, more even coverage across the field?*

A Not very likely. At the moment 10% of our total circulation could be considered in the VIP category. Even with 100% increase in the VIP programs the total would be less than 20%.

Individual subscription selling will continue to play the major role in our circulation sales activity.

Q *What do you do if some of a company's selected personnel are already McGraw-Hill subscribers?*

A They may continue their present subscription through expiration and we will automatically continue the subscription with the new order, or they may have their present subscription cancelled and receive a refund for the unexpired portion.

Q *How can you sell the VIP Program in "classified" plants where they won't let your salesmen in?*

A It provides an effective method in such cases to set up the program so the company itself can handle it, providing they are willing to meet our quality requirements (which they do).

Q *What is the term of a VIP Program?*

A For most publications we can make subscriptions on a one, two, or three year basis in exactly the same way we do with individual subscriptions. However, we try, wherever possible, to limit the program to one year. We like to have the opportunity to resell the management each year and to demonstrate through the sale of renewals that their key people are definitely interested in receiving and reading the publications to which they subscribe. This also gives us the opportunity to check and see if any qualified prospects have come into the picture plus any other changes which should be made.

Q *Do VIP Program subscriptions go to the plant?*

A The subscriber has the option as to where he wants his subscription sent. We follow the same procedure as with individual sales. We offer a choice of delivery to the plant, office or home.

Q *What do advertisers think of the VIP Program?*

A Advertisers like it! The plan's objective is to carefully tailor publications to job functions. Hence we're right on target for any given publication. We get good penetration. Renewals are strong. The reader is always boss in deciding if he wants to read, what he wants to read, where, and when. The program is based on men who think and make decisions. Hence we are delivering a selective audience with known buying influence.

Q *What kind of companies are currently participating in the VIP Program?*

A All kinds. And all sizes of businesses, from a wide range of industries. Here are some you know:

Davison Chemical Co.	Chemical
Olin Mathieson Chemical Corp.	Chemical
Glidden Co.	Chemical
Diamond Alkali Co.	Chemical
American Potash & Chemical Co.	Chemical
Georgia Power Co.	Utility
Consumers Power Co.	Utility
Philadelphia Electric Co.	Utility
Bendix Aviation Corp.	Aviation
Boeing Aircraft Co.	Aviation
Beech Aircraft Co.	Aviation
Jones & Laughlin Steel Co.	Metals
Cincinnati Milling Machine Co.	Machinery
I. T. E. Circuit Breaker	Machinery
Manning Maxwell & Moore	Machinery
Heintz Manufacturing Co.	Machinery
Brown & Sharpe	Machinery
Blaw Knox	Machinery
SKF	Machinery
Yarnall Waring	Machinery
Pepperell Mfg. Co.	Textiles
Callaway Mills	Textiles
Eastern Gas & Fuel Ass'n.	Coal
Rochester & Pittsburgh Coal Co.	Coal
Minneapolis-Honeywell Regulator	Electronics
Motorola Company	Electronics

Q *Doesn't VIP Program selling take a lot of selling time?*

A Yes, in some cases. But it's worth it because of the quality and penetration it develops for McGraw-Hill publications.

Q *Do you sell VIP Programs to every company?*

A No. It isn't necessary in smaller companies since we get good selective coverage and penetration with individual sales. And, of course, where we now have adequate coverage in larger plants there is no need for it.

McGraw-Hill Publications

DOMESTIC PUBLICATIONS

American Machinist/Metalworking Manufacturing
Aviation Week and Space Technology
Business Education World
Business Week
Chemical Engineering
Chemical Week
Coal Age
Construction Methods and Equipment
Control Engineering
Electrical Construction and Maintenance
Electrical Merchandising Week
Electrical West
Electrical Wholesaling
Electrical World
Electronics
Engineering and Mining Journal
E & MJ Metal and Mineral Markets
Engineering News-Record
Factory
Fleet Owner
Industrial Distribution
National Petroleum News
Nucleonics
Petroleum Week
Power
Product Engineering
Purchasing Week
Textile World
Today's Secretary
Western Architect and Engineer

INTERNATIONAL PUBLICATIONS

The American Automobile
El Automovil Americano
International Management Digest (Latin America and Overseas Editions)
Ingenieria Internacional Industria
Ingenieria Internacional Construcción
Metalworking Production (London)

NEWSLETTERS AND PRICE SERVICES

Construction Daily
Electrical Newsletter
Nucleonics Week
Platt's Oilgram News
Platt's Oilgram Price Service

McGraw-Hill Advertising Sales Offices

Atlanta 3, Georgia	Peachtree Building
Boston 16, Massachusetts	McGraw-Hill Building
Chicago 11, Illinois	McGraw-Hill Building
Cleveland 13, Ohio	Illuminating Building
Dallas 1, Texas	Vaughn Building
Denver 2, Colorado	Tower Building
Detroit 26, Michigan	Penobscot Building
Houston 25, Texas	Prudential Building
Los Angeles 17, California	1125 West Sixth Street
Minneapolis 2, Minnesota	First National Bank Building
New York 36, New York	330 West 42nd Street and 500 Fifth Avenue
Philadelphia 3, Pennsylvania	Six Penn Center Plaza
Pittsburgh 22, Pennsylvania	4 Gateway Center
St. Louis 8, Missouri	Continental Building
San Francisco 4, California	68 Post Street
Tulsa 3, Oklahoma	Enterprise Building
Frankfurt/Main, Germany	85, Westendstrasse
Geneva, Switzerland	2, Place du Port
London, E.C.4, England	95 Farringdon Street

To Make a Manager Start with the Man

It became increasingly apparent during recent years that McGraw-Hill, as a major "communicator" to business and industry, could contribute even more heavily than it had in the past in the continued development of key personnel. Our facilities uniquely qualified us to literally engineer a business publication reading program for almost any company on an organization-wide basis. We set up a "pilot" operation.

We hand-picked our most competent field men, selected a limited list of prospective companies. We prepared preliminary educational and promotional literature, and a series of test advertisements in "Business Week" aimed at corporate heads. We were in no hurry, we were not pushing. The stakes were too sizable for everybody. We had to be sure.

Out of this, an Evolution: the McGraw-Hill VIP Program

Because the basic idea was a good one, the VIP Program proved itself eminently workable right from the day it was born in '58. The staff trained for this task is not finding it difficult to call on presidents and other top executives to discuss matters of mutual business interest and aims. They are armed with the know-how and tools for setting up the program, for working with the men participating in the reading plan. They have merchandising material to enable a company to capitalize fully on all of the benefits to be derived from the VIP Program.

Answers to Your Questions

We've tried to be helpful by anticipating your most important questions, and answering them in the little booklet attached. Please look it over. Ask us more questions. The companies who adopt our VIP Program are very likely your customers and prospects, and the key men these companies select to participate in the Program are the responsible, well-informed individuals you may be doing business with today and tomorrow.

What does McGraw-Hill's VIP Program Mean to the Advertiser?

More and more companies today are realizing the need, importance and value of an effective and working vehicle for on-the-job training and for a continuous and up-to-date means of business communication. Management recognizes that a man who keeps well-informed on his job and in his field is usually a man who helps the company keep moving ahead.

The VIP Program is built on a mutuality of interest and sponsorship between management and the subscriber. It develops a sustained and attentive reading of the publications received by the employee. This program, added to our basic selling approach, serves to further strengthen the interest, quality and penetration of the audience the advertiser reaches when he places his message in a McGraw-Hill publication.

If you would like a copy of our booklet, "*The McGraw-Hill VIP Program,*" or if you have any questions on the applicability of this program to your own company, please write: The VIP Program Director, McGraw-Hill Publishing Company, 330 West 42nd Street, N.Y. 36, N.Y.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N.Y.

More than one million key men in business and industry pay to read McGraw-Hill Publications.

Vodka Gaining Favor in U.S., 'True' Reports

New York, Sept. 6—While whisky bottling kept to a mark-time tempo, non-whisky liquor bottling surged ahead in the first five months of 1960, with vodka leading the field.

This move, according to *True's* current report on "Beverage Industry Trends," indicates "clearly that 'diversification' has resumed its forward surge in the distilled spirits industry."

True's figures indicate that total bottling of U.S. whiskies fell 1.2% in this period. Bottled-in-bond whisky bottling fell off 6% and spirit blends were down 1.8%. Bottling of straight whiskies rose only 2.1%.

The bottling of non-whisky products, on the other hand, took "another significant leap forward," with over-all gains of 12.8%. Cordial and vodka bottling, especially, made big gains —and importations rose 12.7%.

■ "Latest figures on apparent consumption, released by Distilled Spirits Institute, show that for the January-May period apparent consumption was up 3.7%—or from 78,572,336 wine gals. in 1959 to 81,476,084 wine gals. in 1960.

"Disturbingly, however—from a marketing standpoint—the gain was made almost wholly in 'open' markets, with an advance of 4.9%, while the monopolies had a gain of only 0.1%.

"Some marketers are beginning to feel that in the modern marketing context the monopoly type of control directly inhibits servicing of normal consumer demand."

The "big four"—National, Schenley, Hiram Walker and House of Seagram—probably will account for 47% of sales in 1960, according to *True*. "National and Schenley have gotten off to good starts, and in the wine field, Gallo is easily the leader."

■ The report states that in view of the speculation about vodka's future, its breakdown of sales over the past five years in nine national regions indicates "the inherent strength of vodka and continuing possibilities for greater markets in the future.

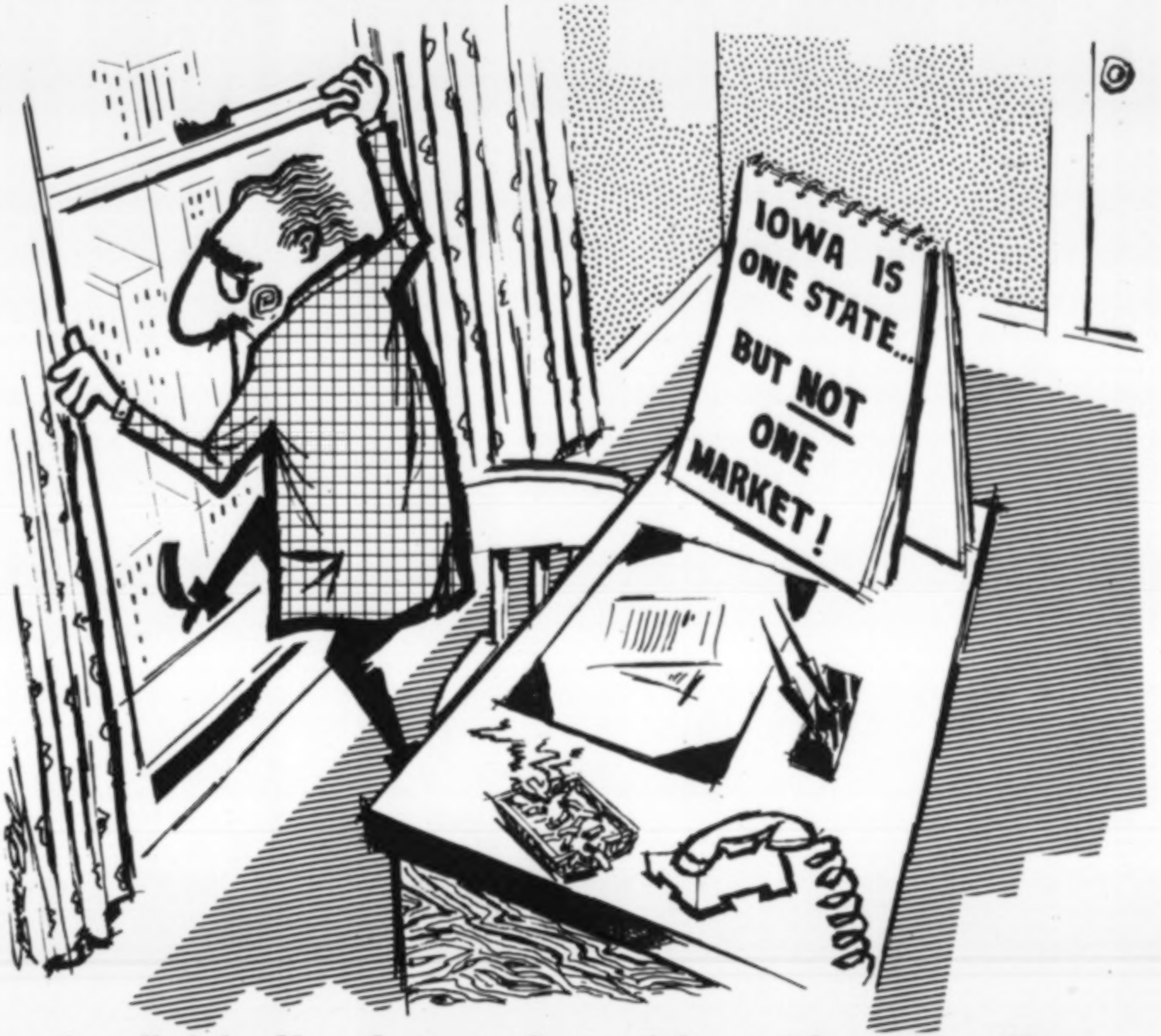
"An interesting point is that it now appears vodka will pass scotch this year in total sales, and . . . is now not far behind gin, leaving spirit blends and straights as the only two types upon which vodka marketers must set their sights."

Total U.S. bottling of whisky for the five-month period this year was 55,270,270 gals. Total non-whisky distilled spirits bottling was 23,033,505 gals. (including vodka's 7,916,730 gals.).

Total imports of scotch were 7,069,165 gals., and total whisky imports 11,056,546 gals. Total non-whisky imports were 1,561,704 gals. Total imports of all distilled spirits were 12,618,250 gals. #

Mogul Adds Two Accounts

Mogul Williams & Saylor, New York, has been named to handle advertising for Boston Safe & Trust Co., Boston. A consumer campaign will be launched this fall. St. Martin's Press, New York, an associate company of Macmillan & Co. Ltd. of London and publisher of "Anatomy of a Murder," has appointed Mogul Williams & Saylor to handle its advertising. Franklin Spier Inc. formerly handled the account.


IOWA IS ONE STATE...
BUT NOT ONE MARKET!

I'm finished! I forgot that without The Iowa Three you miss over 25% of the market!

Only The Iowa Three Can Sell This Quality Quarter

QUALITY QUARTER QUIZ

We're playing the game a little different today. Here are the answers; you ask your own questions when you look into Iowa's many markets.

A. The Quality Quarter's 742,600 people make up 26% of Iowa's total population.

A. The Quality Quarter contains 218,950 households, 25% of Iowa's total.

A. The Quality Quarter accounts for 27% ($1,027,119,000) of Iowa's total retail sales.

A. The Quality Quarter's Consumer Spendable Income of $1,232,389,000 is 26% of Iowa's total CSI.

A. The Iowa Three's daily circulation of 152,845 reaches 62% of the households in the Quality Quarter.

A. The Des Moines Register & Tribune reaches only 18% of the households in the Quality Quarter daily, with a circulation of 39,721.

A. Daily circulation is far more important than Sunday, because 80% of national r.o.p. advertising runs *daily*.

A. *Each* of The Iowa Three group newspapers alone carries more total daily retail display advertising linage than either the Register or Tribune.

We've got many more answers to your questions about Iowa markets, Des Moines' so-called "state-wide" papers, and The Iowa Three. Just direct your questions to your nearest Iowa Three representative.

Color availabilities: Four-color in Cedar Rapids and Waterloo; Spot-color in Dubuque.

Don't make the same mistake of drawing conclusions without checking facts. Now, there's nothing wrong with slogans — *if* they're based on firm facts, not fanciful figures. We're talking, in particular, of a current media slogan that boldly proclaims that one state is one market. A noble thought. Yet it is our understanding that there are 50 states, 242 metropolitan markets . . . and *none of these states is one market . . . and none of these markets is one state!*

Let's look at Iowa. Great state. Grows corn, processes meat, makes tractors and electronic equipment and many other products. A profitable marketplace. And it takes *more* than one or two newspapers to reach Iowa's many markets. For example, only The Iowa Three group of newspapers can sell the Quality Quarter. And the 22 counties in the Quality Quarter make up over 25% of the Iowa market. We've got other facts, too. Just shift your eyes to the left and take our Quality Quarter Quiz. It will prove why Iowa isn't complete without the Quality Quarter . . . and you can't cover the Quarter without The Iowa Three.

THE
IOWA
THREE

The Cedar Rapids Gazette
Dubuque Telegraph-Herald
Waterloo Daily Courier

Represented by: Allen-Klapp Co. • Jann & Kelley, Inc. • Story, Brooks & Finley

BASIC TEST FOR MEDIA SELECTION:

**Ask anyone,
anyone
you're trying
to sell in the
aerospace market,
what publication
he reads and
respects most.**

A powerful editorial force is a powerful selling force.

Aviation Week
and Space Technology

A McGraw-Hill Publication, 330 West 42nd St., New York 36, N.Y.

ABC PAID CIRCULATION 78,983

Project Mercury—McDonnell Aircraft

Selling Cars?

Here's a preferred market—at a popular price: for less than 5¢ apiece, you reach 85.000 dentists (income and standard-of-living well above average) in a magazine they read devotedly. May we give you facts and figures?

ORAL HYGIENE

1005 LIBERTY AVENUE, PITTSBURGH 22, PENNSYLVANIA

'Video Tape Recording' Details Video System

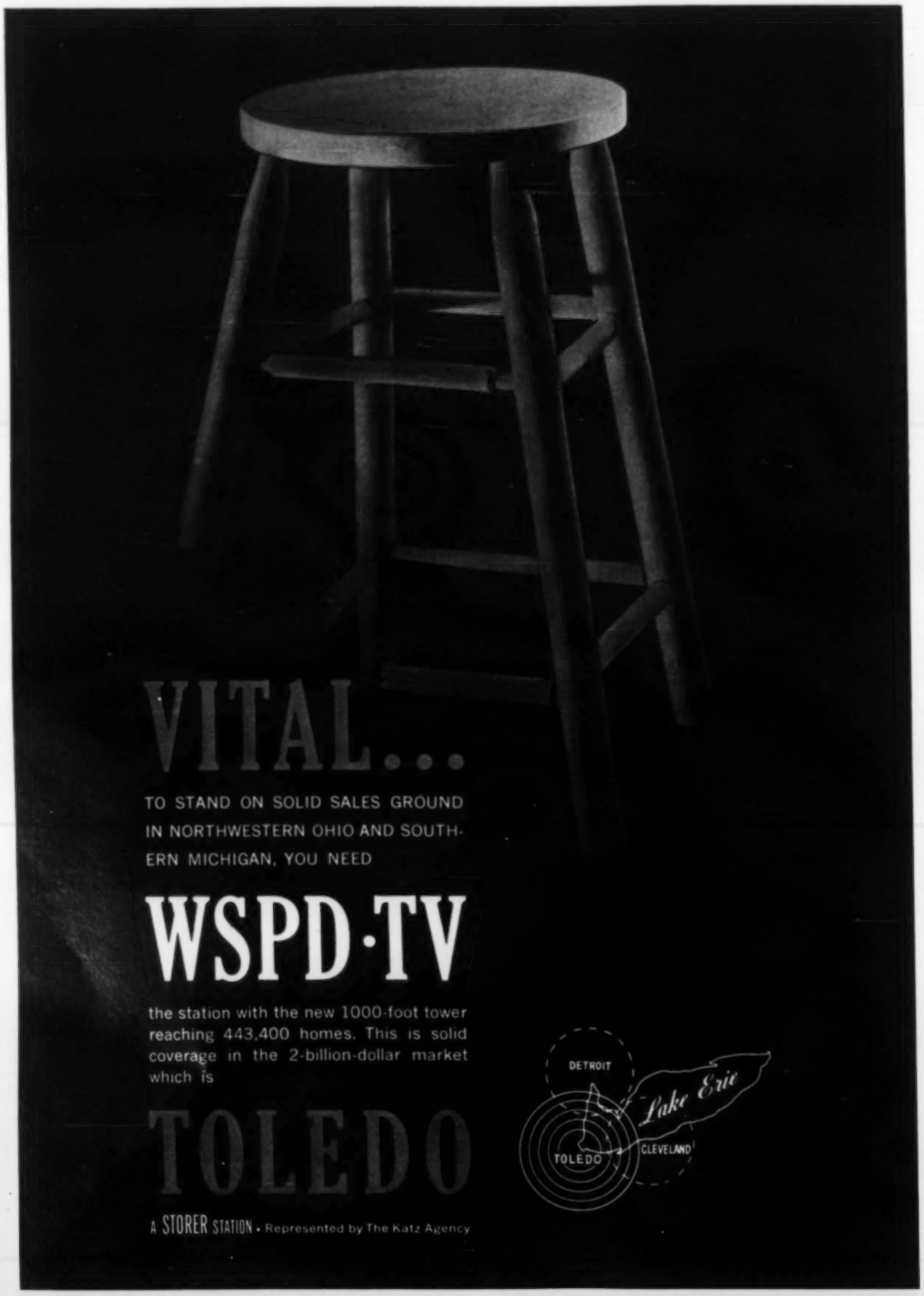
"Video Tape Recording," by Julian L. Bernstein, instructor in audio, electrical and video technology at RCA Institutes, has been published by John F. Rider Publisher, New York. The text begins with an introductory history of the video tape recording field and develops the types of waveforms and signals required for tape recording. Electronic photography, mechanics of recording, electronics of tape recording, latest types of equipment in current usage and video system all are discussed in detail.

Price of the 268-page book is $8.95.

5 Buy 'Breakfast Club'; ABC Radio Lists Other Sales

ABC Radio, New York, has added five sponsors for Don McNeill's "Breakfast Club." They are Plantabbs Corp. (W. B. Doner & Co.), Peelers Co. (Bauerlein Inc.), International Milling Co. (H. W. Kastor & Sons Advertising Co.), General Foods (Foote, Cone & Belding), and Woolite Inc. (Daniel & Charles).

Other new sponsors at the network are Burma-Vita Co. (Bozell & Jacobs), for a pre-game and post-game show with the Notre Dame football broadcasts; and R. T. French Co. and Standard Brands (both J. Walter Thompson Co.), for news programs.



VITAL...

TO STAND ON SOLID SALES GROUND IN NORTHWESTERN OHIO AND SOUTHERN MICHIGAN, YOU NEED

WSPD·TV

the station with the new 1000-foot tower reaching 443,400 homes. This is solid coverage in the 2-billion-dollar market which is

TOLEDO

A STORER STATION • Represented by The Katz Agency

Ads Help to Make Business Hostile to Arts: Galbraith

New York, Sept. 1—While the modern corporation, which provides both a comparatively secure and remunerative life, ought to be hospitable to the arts, it not always is. And one of the reasons is the way it uses advertising.

This is the opinion of J. Kenneth Galbraith, writing in the September *Horizon.*

Corporations will be hospitable to the arts, but are now handicapped by a myth—"The myth of the insecure, tough, competitive enterprise has outlasted the reality. Business is still assumed to require a total concentration of energies; anything less is still deemed to be out of character. And men are still related by their commitment, or by their simulation of a commitment, to what is held to be a demanding, no-nonsense, nose-to-the-grindstone, hard-driving existence."

■ Along with this commitment to the primacy of economic goals there are three other ways in which a corporate, competitive society is at odds with the artist: (1) A tendency to deny his control of the esthetic environment; (2) advertising; and (3) the conflict within the company between the pursuit of sales and the pursuit of excellence.

Of advertising, Dr. Galbraith (who in the past has treated advertising frequently—and so ambiguously that it is difficult to tell whether his writing represents an endorsement or an indictment) says:

"The second problem is advertising—not all of it but an important part. As people are less persuaded of their desires by physical need, someone is certain to seek to persuade them. The essence of this persuasion is to attract attention. This advertising does in one successful form by allowing beauty to attract our eyes or ears and then introducing a contrasting, which is to say, in practice, a jarring note.

■ "Thus advertising cannot seek harmony with its environment. The most beautiful billboards would be those that blended into the landscape—and were not seen. The most agreeable commercials would be those that did not interfere with the play or music—and were not heard. Such advertising, it will be contended, would be ineffective.

"But then it cannot be argued that the jarring alternatives are a contribution to beauty. In speaking of the pre-emptive tendencies of pecuniary motivation, I have been speaking of a force which alienates industry from the artist. Advertising—that which is juxtaposed to beauty—has an equal but opposite effect. It alienates the artist from industry. Possibly it is the most important influence determining the reaction of the artist to economic life."

Dr. Galbraith's article—"The Muse & the Economy"—is one of a series of essays to be included in a book scheduled for fall publication called "The Liberal Hour." #

UofI Press Publishes Revised 'Mass Communications'

The second edition of "Mass Communications" has been published by the University of Illinois Press, Urbana, Ill. Edited by Wilbur Schramm, director of the institute for communication research, Stanford University, the book contains essays on the development, structures and functions, and effects of the various mass media. Price of the 695-page book is $6.50.

SHERMAN CLAY & CO.
AQUA FOLLIES of 1960
JULY 28th thru AUGUST 10th
BIGELOW BLDG.
KOL
OLIVE

Thousands line 4th Avenue, Seattle, as the 1960 Seafair Parade, one of many civic events, passes in review. Like most of the area's shoppers who visit Seattle, they came from the six-county Seattle Retail Trading Zone—the same area in which THE SEATTLE TIMES concentrates its circulation.

"The Seattle Times Goes Where Washington Grows"

Washington State added 444,461 (*) people in the last decade, with 62.9% of this amazing growth occurring in the Seattle six-county Retail Trading Zone.

With 95.9% of its circulation concentrated in the Retail Trading Zone, The Times goes where the state grows.

Further proof of its advertising value is this healthy increase in linage (**) during the first six months of this year:

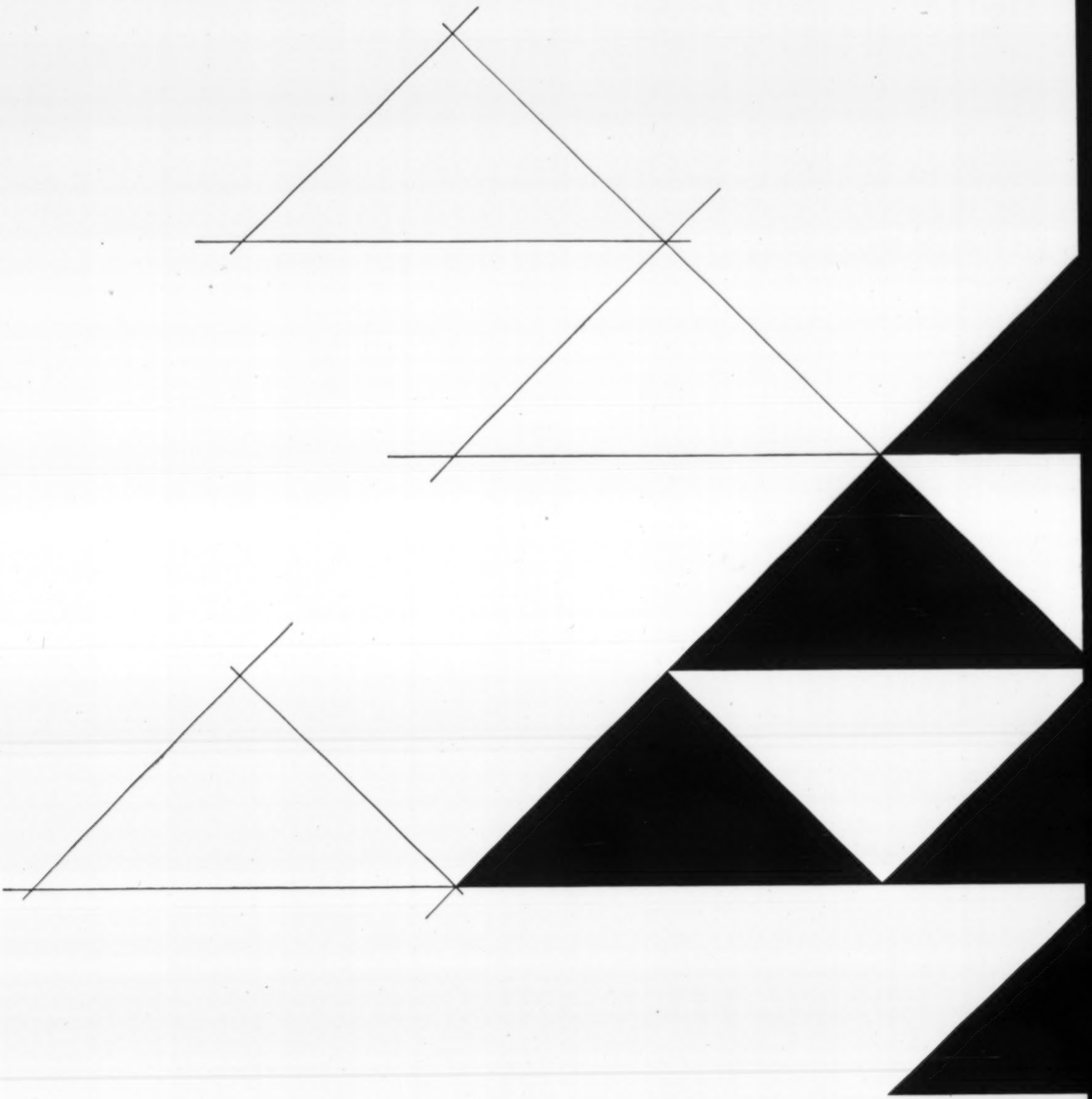
TOTAL LINAGE, JANUARY-JUNE

	Seattle Times	Times % of Field
1959	15,537,168 li	60.8%
1960	15,952,574	61.4%

SOURCE: *1960 PRELIMINARY CENSUS FIGURES
**MEDIA RECORDS

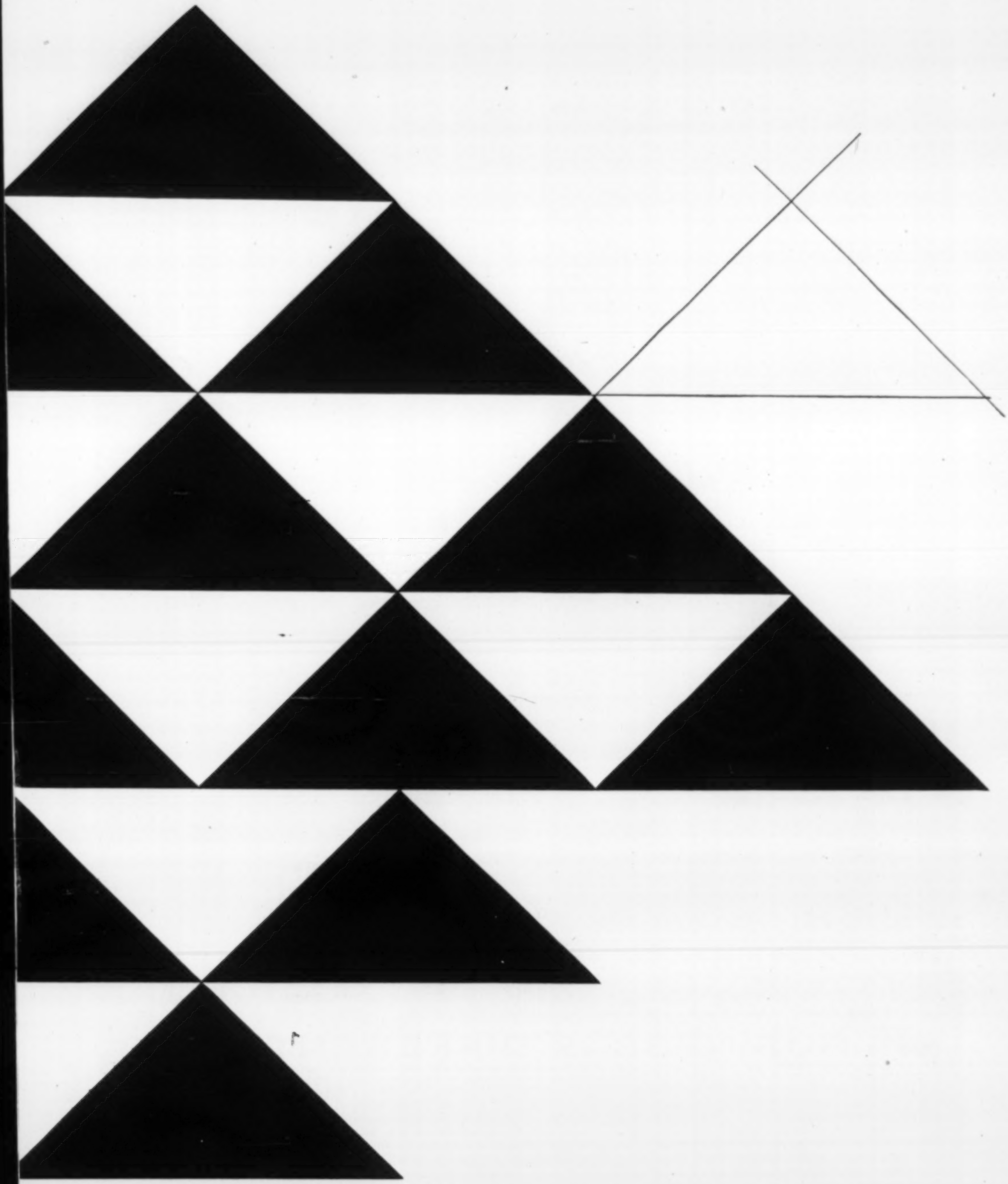
The Seattle Times

Represented by O'Mara & Ormsbee, Inc.
New York, Detroit, Chicago, Los Angeles, San Francisco



Concentrate your selling where the buying is concentrated. The market is big. There are 4,589,200 firms of all types and sizes in the U. S. But the market is manageable if you put your sales efforts against the biggest buyers.

Note: Out of more than four and one-half million firms, only 36,550 firms employ 100 or more people. That's less than 1% of the total and it's likely that not all of them are prospects for your product.



Fortune concentrates, too. Mainly on the medium- to large-size companies where volume production means volume purchasing. It's one of the reasons why advertising in **FORTUNE** *gets results.*

F&S&R Names Seven; Adds Raytheon Marine

Fuller & Smith & Ross has promoted Jim Crawford from account executive for Raytheon Co. recruitment advertising to manager of recruitment advertising in the Boston service office. Ted Van Dyk, formerly account executive with Doyle, Kitchen & McCormick, has been named account executive, assuming some of Mr. Crawford's former duties. F&S&R also has named Charles D. Barker, formerly an account executive on Alcoa, group supervisor for Wear-Ever Aluminum and a member of the plans and operations group. Barney Balcom has joined F&S&R's Fort Worth office as an account executive. He formerly was with Frito Co. In the Pittsburgh office, Robert J. McMahon, George Welch, both account supervisors, and Richard E. Lorch, group supervisor, have been named vps.

Raytheon Co., Waltham, Mass., has named F&S&R's San Francisco office to handle advertising for its marine dealer products, succeeding Donahue & Coe. F&S&R also handles recruiting, corporate, industrial components, distributor products and semiconductor advertising for Raytheon.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

Penrod Named Ad Manager

The Times Publishing Co., Wichita Falls, Tex., publisher of the *Wichita Falls Times* and *Record News*, has appointed Marvin B. Penrod national advertising manager. Mr. Penrod was formerly in the retail advertising department.

it was a great jamboree!
Chap Stick WAS THERE!

JAMBOREE—*Chap Stick Co. will run its first full-page consumer magazine ad in the October Boys' Life. The ad tells how the product was sold out at the Boy Scout jamboree in July, forcing the company to fly in extra supplies from Texas. Lawrence C. Gumbinner Advertising, New York, is the agency.*

Selling Becomes Customer-Oriented, Says Hattwick Book

NEW YORK, Sept. 6—Selling techniques are changing, and the modern salesman uses the new psychology of selling, which is selling the way the customer likes to buy.

This is the opinion of Melvin S. Hattwick, director of advertising, Continental Oil Co., whose new book, "The New Psychology of Selling," was just published by McGraw-Hill Book Co. ($5.95).

The successful salesman is one who understands the needs and wants of his customers and acts accordingly, according to Mr. Hattwick. "An honest, impartial picture of the customer shows him to be much like the salesman—wanting to be understood, to be respected, to have his self-interest and importance noticed. When the salesman stays 'over on the customer's side,' when he understands what the customer wants, when he sells the way the customer likes to buy, then success comes much easier."

■ Many salesmen are unsuccessful because they think first about themselves and then about the customer; they lack the desire to work; they won't follow instructions; they lack enthusiasm and they talk too much, the book says.

The author suggests that customers buy to satisfy wants and because they like to buy. But while customers like to buy, they dislike being sold, and resist it. The wise salesman doesn't attempt to use pressure; he practices persuasion.

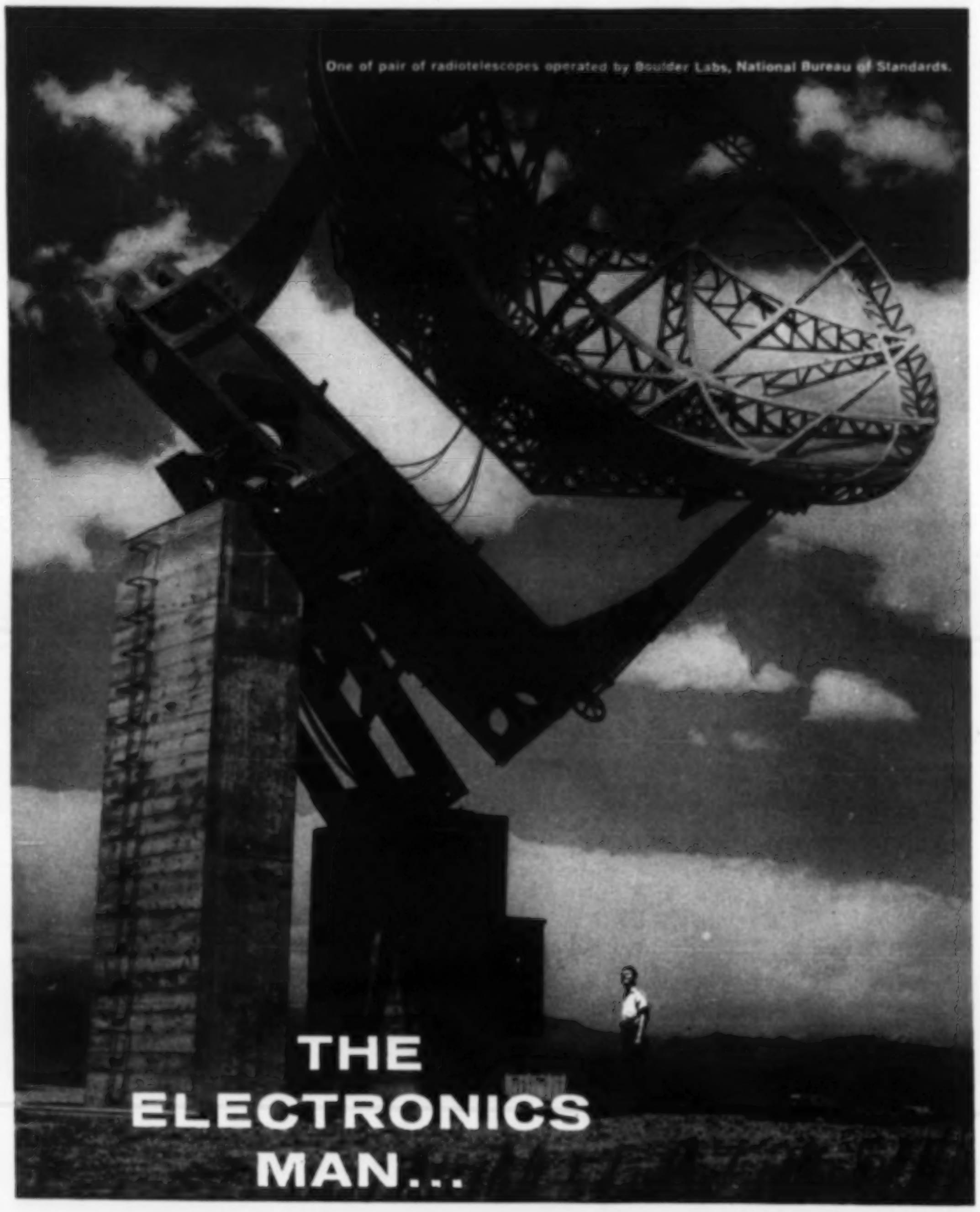
Pointing out that eight basic wants are responsible for more sales than all other wants combined, Mr. Hattwick asserts that the key to persuading today's customers to buy "is found in a sound understanding of customer psychology; customers buy products and services on the basis of basic wants, rather than needs." ≠

Locke Names Williams

Paul Locke Advertising, Tulsa, has appointed James D. Williams, formerly media director, account executive. Robert W. Martin, previously with Standard Insurance Agency, Columbia, Mo., has been named to succeed Mr. Williams as media director.

Sunpapers Boost Schmidt

Walter C. Schmidt has been promoted from classified ad manager to the new post of assistant business manager of the *Baltimore Sun*. He has been succeeded as classified manager by his former assistant, John R. Murrow.



IDENTIFICATION
R
D
P
M
electronics

One of pair of radiotelescopes operated by Boulder Labs, National Bureau of Standards.

HIS BUSINESS IS DIFFERENT

A man in one industry usually sells to another. A steel man sells to the automotive industry. A packaging man sells to a soap company.

The electronics man is different.

The electronics man sells a large portion of his output to another electronics company. The design man may be the key to selling a President. The President of one company may sell to the design man of another. The project engineer is responsible for product design, but may also determine market potentials for new products.

Look at the badge above. It reads esearch- esign- roduction- anagement. The interests of the electronics man are in any or all of the four areas.

No matter where you find the electronics man his engineering background enables him to influence the purchase of electronic components and equipment. Your advertising must reach him to sell electronic goods.

And . . . in selling the electronics man, your basic buy is the one book edited weekly for all electronics men—whatever their title or job functions. The basic book is **electronics**—52,000 electronics men pay to read it every week.

THE ELECTRONICS MAN "BUYS" WHAT HE READS IN... **electronics**

A McGraw-Hill Publication
330 West 42nd Street • New York 36, N.Y.

and in the **electronics** BUYERS' GUIDE

When has the new car buyer had so wide a choice?

The big sales race is on again in the world's most dynamic market.

That's the 1961 new car market, of course, where buyers will have the greatest variety of models and styles to choose from in years. Their choices hold the key to this billion dollar market.

At the time of the Show, factory executives and automobile dealers throughout the industry will be looking forward with great interest to the 1961 Automobile Show Issue of AUTOMOTIVE NEWS for their first opportunity to compare the new makes and models in depth and detail. Their reliance on AUTOMOTIVE NEWS for timely, accurate coverage of all the news in the industry has been building over 35 years of leadership in the automobile field.

The Auto Show Issue will be sent to 43,000 regular subscribers . . . factory executives, car and truck dealers, designers, engineers, purchasing agents, sales managers, and automotive suppliers and jobbers. More than 2,000 additional copies will be distributed to executives and dealers who will be in Detroit for the Show. And 1,000 extra copies will be requested and supplied during the year.

These readers will be studying and holding for reference these exclusive features:

- Photos and data on every American automobile.
- Illustrations of principal models of each make and top selling features.
- A complete truck section, showing new models and other data.
- Feature stories on suppliers, including new developments for '61.
- Engineering and styling advances.
- Prices and specifications of all American automobiles.
- Advertising news on each make, including 1961 plans.

Your advertisement should be a part of this exciting, informative edition of AUTOMOTIVE NEWS . . . in economical full color if you wish. Contact your local representative today.

RESERVE SPACE NOW
AUTO SHOW ISSUE
Published: October 10, 1960
(Regular Issue Date)
CLOSING DATES:
3 and 4 color plates: September 27
2 color, black and white: September 29

REPRESENTATIVES

NEW YORK: Edward Kruspak, Howard E. Bradley, 51 E. 42nd St., Murray Hill 7-6871

CHICAGO: J. Goldstein, Bill Gallagher, 360 N. Michigan Ave., State 2-6273

DETROIT: R. L. Webber, William R. Maas, Roy Holihan, 965 E. Jefferson, Woodward 3-9520

SAN FRANCISCO: Jules E. Thompson, 684 Market St., Douglas 2-8547

LOS ANGELES: Robert E. Clark, 6000 Sunset Blvd., Hollywood 3-4111

The most ***influential*** *publication in the automotive industry.*

The Newspaper of the Industry
Automotive News
ENGINEERING
MANUFACTURING
MERCHANDISING
SERVICING
Top Cars
Survey Finds Sales and Profits Improved . . .
Market Strength Cheers Dealers

Eastman Buys TV

Eastman Chemical Products, New York, a division of Eastman Kodak Co., has purchased participations in four CBS-TV daytime shows—"Clear Horizons," "I Love Lucy," "Video Village," and "December Bride"—for each Friday from mid-October through Christmas. About 75% of commercials will promote Kodel suiting material, Chromspun drapery material and Verel carpet material, with remaining ads to be used by the camera division, aimed to reach buyers before heavy Saturday shopping. J. Walter Thompson Co. is the agency.

Baumstein to Columbia

Morris Baumstein, formerly general manager of Irving Serwer Advertising, has been named to the new post of director of creative services operations and graphic quality control for Columbia Records, New York. Mr. Baumstein will coordinate the development and production of packages, advertising and sales promotion materials with the company's creative staff.

Ortega Moves to GF

J. P. Ortega, formerly advertising and sales promotion administrator of Revlon International, has joined the international division of General Foods Corp. as sales and advertising manager for Central and South America.

ABC-TV Names Cavalluzzi

Nat Cavalluzzi, formerly an account representative in the station clearance department at ABC-TV, New York, has been appointed a station additions salesman in the network's sales department.

FORT WORTH
DALLAS

THE BETTMANN ARCHIVE

IT'S PRETTY SELDOM...

...in fact it never has happened before!

Texas' *TWO* greatest newspapers, The FORT WORTH STAR-TELEGRAM and the Dallas TIMES HERALD, will jointly publish one gigantic edition on October 30th for their combined circulation . . . presenting the dramatic picture of the nation's most fabulous metropolitan area—The Dallas-Fort Worth Urban Complex.

This unquestioned journalistic "first", history making in its concept, offers built-in readership appeal adding substantial impact to your advertising. To hundreds of thousands of families, it will be a radical departure . . . a personification of the "New Texas" of modern, responsible, forward-looking leadership.

Reserve space now! This unprecedented joint edition, going to over 414,000 subscribers, gives you a prime opportunity for reaching the largest market in the South . . . a TRIPLE BILLION DOLLAR MARKET! Stake out a claim to your share!

For complete information, deadline and rate, write or call the Fort Worth STAR-TELEGRAM, Ralph Ray or Jack Campbell.

FORT WORTH STAR-TELEGRAM

Amon G. Carter, Jr., Pres. & Nat'l Advertising Director
Ralph D. Ray, Nat'l Advertising Manager

LARGEST COMBINED DAILY CIRCULATION IN TEXAS

without the use of schemes, premiums or contests
"Just a good newspaper"

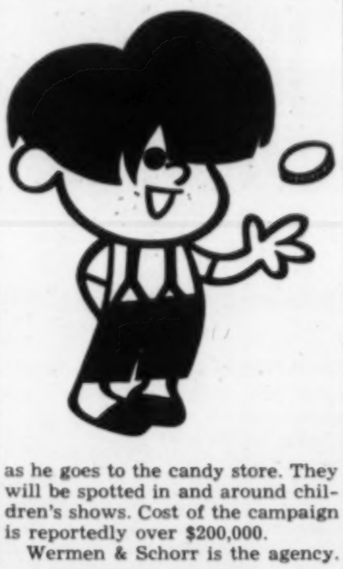
SEE THROUGH—*First advertising for Laverne Inc.'s "invisible chair" is this color page in the Sept. 10 New Yorker and September Interiors, in which the copy is read through the chair itself. Another ad shows two ducklings and the chair sitting out in the rain; a third ad shows a small boy finger painting on the chair, with the headline: "The next voice you hear will not be a mother screaming." Papert, Koenig, Lois, New York, is the agency.*

Blumenthal Sets Spot TV Push for Raisinets, Goobers

PHILADELPHIA, Sept. 6—Blumenthal Bros. Chocolate Co. will launch a tv spot campaign in mid-September for its Goobers and Raisinets, using 30 stations in 21 markets.

The one-minute spots are scheduled for 20 consecutive weeks in all markets. Kickoff dates vary between mid-September, in markets north of Baltimore, to the second week in October for Atlanta, New Orleans and Miami. Spot frequency and impact are based on product distribution, with new or target markets, such as Cleveland, Cincinnati, Atlanta, Chicago, New Orleans, Louisville, and Norfolk, receiving from seven to 13 spots per week; and current markets, such as Boston, New York, Philadelphia, Charlotte, Baltimore and Pittsburgh, receiving from four to eight spots.

The commercials feature an animated cartoon character called "Clever Boy" and his adventures as he goes to the candy store. They will be spotted in and around children's shows. Cost of the campaign is reportedly over $200,000.



Wermen & Schorr is the agency.

2 Buy 'Shotgun Slade'

R. J. Reynolds Tobacco Co., Winston-Salem, N. C., will sponsor MCA TV's "Shotgun Slade" in one market in Kentucky and another in Wisconsin, bringing its total sponsorship of the series to 12 markets. P. Ballantine & Sons added an upstate New York market for the series, making its market total 29. William Esty Co. is the agency for both.

Recollection in Tranquillity...

It is this kind of recollection of the loyalties of boyhood, as captured in Art Kane's poignant study on the facing page, that best expresses the nature of the boy market as an advertising potential. Can you remember the meaning a good advertisement had for you in those days, when you were thirteen, before the experience of conflicting claims and competitive media brought on the need for making adult choices? A boy who reads a boy's magazine cherishes the written word in it as much as he loves his dog.

Reader loyalty can be no stronger than this. To the 5,000,000 Boys' Life readers an advertising message carries the same weight as editorial matter; there is no "suspension of belief" common to adult media (the top "Starched" page ad in the April issue scored 71, 68, 55; the two top half page ads scored 69, 66, 53 and 54, 49, 38 respectively).

And there is only one mass magazine for boys. Boys' Life, with over 60% more circulation, delivers more boy readers in any and all age groups, 10 through 16, than any other single youth publication.*

BOYS' LIFE

over 2,000,000 net paid

published for all boys by the Boy Scouts of America

**The new Gilbert Comparison Study of Seven Magazines tells all in detail.*
Write to Promotion Director,
Boys' Life, 2 Park Avenue,
New York 16, New York, for your copy.

1st in Delaware Valley car ownership per household

TRENTON TOPS THE DELAWARE VALLEY

Trenton, 30 miles above Philadelphia, has more cars per household than any other city in the Delaware Valley.

AND THE "TIMES" IS TOPS IN TRENTON!

This "Cadillac" audience is yours when you tell your story in the pages of the Trenton Times. You speed into 73% of metropolitan area households, 96% of city zone. That's nearly 10 times the Trenton coverage of the stronger Philadelphia daily.

TRENTON TIMES

Represented by SAWYER-FERGUSON-WALKER CO.

Katz, Jacobs Adds Poust Co.; Names Magee to Art Post

Katz, Jacobs & Co., New York, has been named to handle advertising and promotion of two imported Italian vermouths by Jack Poust & Co., New York. The vermouths, blackberry julep and cherry julep formerly were with M. J. Jacobs Co., New York.

Jacqueline Magee, with Katz, Jacobs since October, has been named art director for all fashion and beauty advertising.

Four Join Gross Advertising

Dewaine E. Wall has joined Charles Anthony Gross Advertising Agency, Miami, as vp and account supervisor. At the same time Nadeen Peterson has joined the agency as head of the copy staff and Martin Hoffman has joined the Miami office as assistant art director. W. F. Haselmire has joined Gross as manager of the agency's new Riviera Beach, Fla., office.

San Giorgio Will Use Fashion Motif in Macaroni Drive

LEBANON, PA., Sept. 6—San Giorgio Macaroni Co. will mix food with fashion for a heavy fall campaign to include fashion shows, four-color pages in five magazines and in four Sunday supplements.

All of the ads, which also will be supplemented with radio and tv spots in markets all along the East Coast, will include color artwork of Fontana of Rome gowns in the Fontana 1961 line. San Giorgio will introduce the Fontana line in a series of fashion shows throughout the country.

In the series of ads, which will break late in September, San Giorgio will play down its product advertising and illustrations of its packages, instead playing up the fashions and a $50,000 contest. The contest will offer a trip to Italy, complete wardrobes, Schiaparelli minks and Helbros watches, among other prizes.

San Giorgio

- The entire promotion will be heralded with large-space ads in *Florida Grocer, Food Trade News, Food World, Tri-State Food News* and *Virginia Grocer*.

Initial color pages will be seen in the Sunday magazine sections of the *Philadelphia Inquirer, Baltimore Sun, Pittsburgh Press* and the *Washington Star*. The *Saturday Evening Post* ad will break in the Sept. 20 issue, along with one in *Woman's Day*. These will be followed by ads in *Family Circle* and *Look* and later color spreads in *TV Guide*.

The campaign, which runs through December, will also include bus cards and outdoor posters in major market areas.

Raymond Guerrisi, president of San Giorgio, told ADVERTISING AGE this is the largest campaign the company has ever undertaken. The company had expanded its production earlier in the year.

The Philadelphia unit of W. B. Doner & Co. is the agency. #

Newsprint Consumption in July Gains 4.9%; up 5.6% for 7 Mos.

Newsprint consumption of newspapers reporting to the American Newspaper Publishers Assn. totaled 419,698 tons in July, up 4.9% over consumption in July, 1959. Consumption for the first seven months of 1960 totaled 3,186,786 tons, a 5.6% gain over the like period the preceding year. Estimated total consumption for the first seven months was 4,249,048 tons, compared with 4,022,448 tons for the same period in 1959.

Select Boosts Three

Select Magazines Inc., New York, has appointed Thomas B. Sheehan, formerly administrative assistant to the president, general manager; George Carleton, formerly assistant to the president, director of sales, and Alan P. Fort, formerly research and retail manager, director of retail marketing. All are new posts.

IN STEUBENVILLE-WHEELING

YOUR PRODUCT'S BEST FRIEND IS

The FRIENDLY Group's

WSTV-TV

A SHOPPER TOPPER STATION

CHANNEL 9

IN STEUBENVILLE:
John J. Laux—AT 2-6265
IN NEW YORK:
Lee Gaynor—OXford 7-0306
Represented Nationally:
Avery-Knodel, Inc.

Want increased sales in the highly industrialized, heavily populated Upper Ohio Valley? Then count on WSTV-TV, the "Valley's Habit Station." You can count on profitable sales results when you use this lowest cost Television bridge to a Booming *5 BILLION DOLLAR MARKET*. More TV homes than our competition. Lowest cost per thousand. Exclusive registered "Shopper Topper"® merchandising service. The best of CBS and ABC programs. We are a "make things happen" station. Let WSTV-TV increase the sale of your product in this rich valley.

Member The FRIENDLY Group John J. Laux, Exec. Vice-President

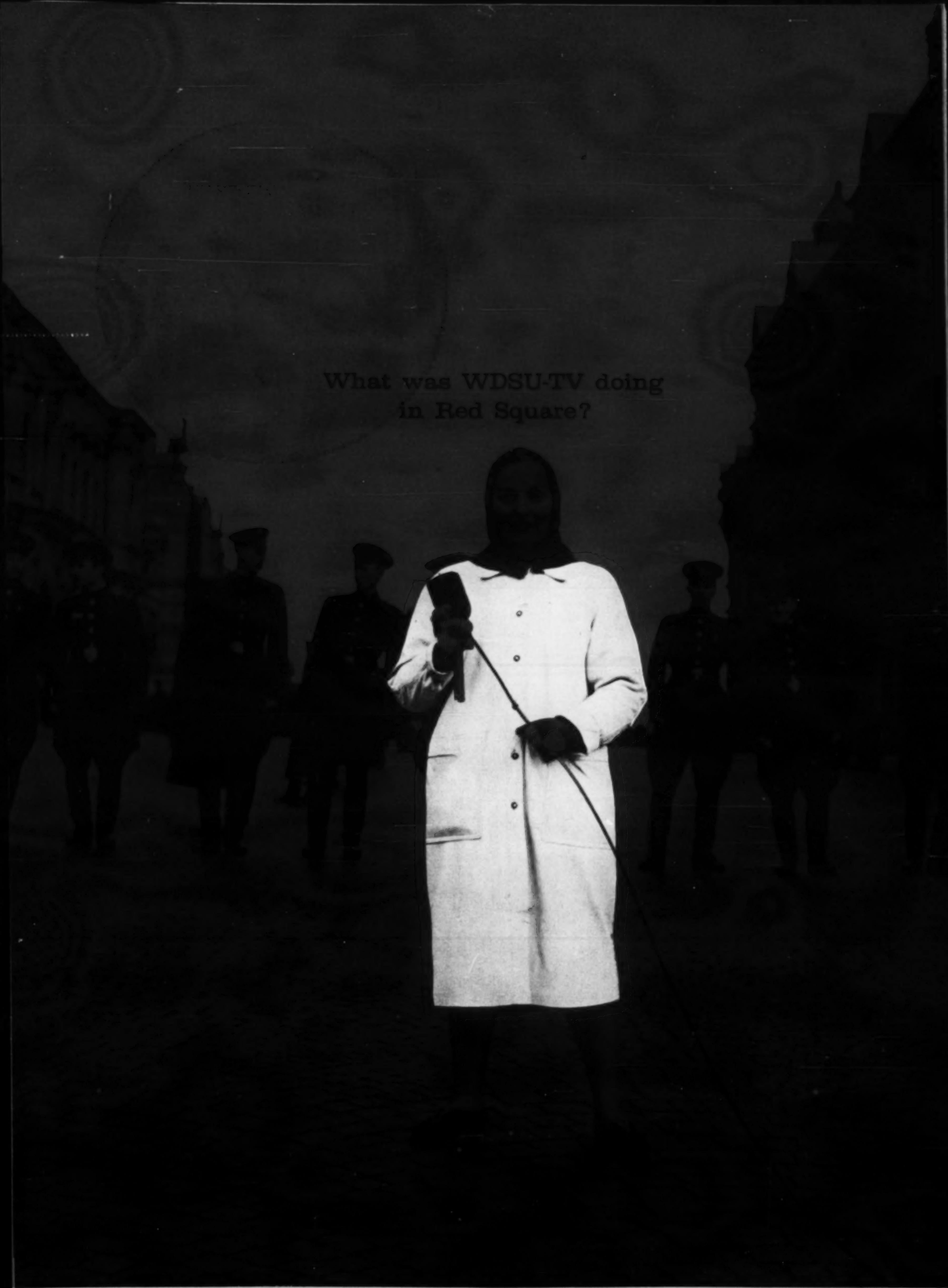
WSTV-TV
CHANNEL 9
The lowest cost television bridge to the Upper Ohio Valley's Five Billion Dollar retail market. The best of CBS and ABC. Plus Shopper Topper Merchandising.
John J. Laux, Managing Dir.—AT. 2-6265
Represented by Avery-Knodel, Inc.
STEUBENVILLE-WHEELING

KODE-TV
CHANNEL 12
28% taller and 29% more powerful. Tells and sells 152,000 TV homes who spend 750 million annually. The best of CBS and ABC. Plus Shopper Topper Merchandising.
D. T. Knight, General Manager — MA 3-7269
Represented by Avery-Knodel, Inc.
JOPLIN, MISSOURI

WRGP-TV
CHANNEL 3
More to see on Channel 3 with NBC. Dominates the key corners of Tennessee, Georgia and Alabama where over a million people spend 800 million dollars.
Harry Burke, General Manager — OX 8-1505
Represented by H-R
CHATTANOOGA, TENNESSEE

WRDW-TV
CHANNEL 12
Newest member of the FRIENDLY Group serving over a million people with 721 million dollars to spend. The best of CBS and ABC Networks.
Robert E. Metcalfe, Managing Dir.—TA 4-5432
Represented by Avery-Knodel, Inc.
AUGUSTA, GEORGIA

WBOY-TV
CHANNEL 12
A captive audience of 150,000 TV homes with a spendable consumer income of almost One Billion Dollars. The best of NBC and CBS. Plus Shopper Topper Merchandising.
Roger Garrett, General Manager—MAin 4-7573
Represented by Avery-Knodel, Inc.
CLARKSBURG, WEST VIRGINIA


What was WDSU-TV doing
in Red Square?

Moscow, May Day, 1960.

Networks, newsreels and the press reported the bristling display of massive power which is May Day in Moscow—but New Orleans viewers got the picture through the eyes of their own Terry Flettrich, WDSU-TV Woman's Editor. Through films and commentary jetted to New Orleans they learned the reaction of their Russian counterparts, the men and women in the streets.

GOVERNMENT DOC
BIMINI, BAHAMAS
WDSU TV

Bimini, Bahamas.

The facilities of WDSU-TV were called on by NBC to cover the color and excitement of the International Tuna Tournament in the world's first over-water telecast. Not only New Orleanians but the whole nation got the picture from WDSU-TV.

New Orleans.

The only television camera in St. Louis Cathedral as President Charles de Gaulle knelt to pray was put there by WDSU-TV. The nation got the picture—this still—from a wire service. New Orleanians got the picture—live—from WDSU-TV.

Poplarville, Mississippi.

A town in the bitter turmoil of a lynching—and the mobile equipment of the WDSU-TV news department was first on the scene. New Orleanians got the picture in authoritative, sober detail from WDSU-TV.

New Orleans.

The day you read this, WDSU-TV is presenting another of its Peabody Award-winning editorials. New Orleanians look to WDSU-TV to give them the picture behind the news through thoughtful interpretation and incisive, informed opinion.

WDSU-TV
CHANNEL 6

New Orleans.

The Eastland Committee hearings. Ever since WDSU-TV was the first to televise the drama of a congressional committee in action—the Kefauver Committee, 1950—New Orleanians have turned to WDSU-TV to get the picture *as it happens.*

In New Orleans

WDSU-TV

gives you the picture
–with a 12-man news department,
largest in the South

"South Bend's Your Best Bet!"

MEDIA DEPT.
Daily Racing Form

Young man — put the odds in your favor by picking the South Bend market. This Metro Area alone has a household income of $7553, highest in Indiana! Include the other 14 counties of the South Bend market, and it parleys into $1.7 billion in buying power. South Bend's a winner, going away.

And here's how to pick the daily double. Let WSBT-TV carry your product colors. This station has the inside track into the market's TV homes . . . year after year gets over 45% share of sets in use . . . currently carries 35 of the top 50 locally-favored programs. Top-rated CBS shows and local programs keep WSBT-TV in the winner's circle!

Want the latest scoop? Call your Raymer man. He'll trot right over.

WSBT-TV

SOUTH BEND, INDIANA Channel 22

Ask Paul H. Raymer, National Representative.

Penney Book Hits Ad Slurs on Rivals, Comparative Prices

NEW YORK, Sept. 7—James Cash Penney, founder of the J. C. Penney stores, taking the long look back on his life as one of the great U.S. merchants, says: "We are all advertisers."

His new book, "View from the Ninth Decade," to be published on his 85th birthday, on Sept. 16, presents the philosophy which he has followed—in selling and in advertising—to build one of America's largest retail operations.

■ In a chapter devoted to a consideration of advertising as he has employed it, Mr. Penney says: "In a broad sense we are all advertisers, with special emphasis on public relations."

He writes: "As a business man I have a direct interest in the forces of advertising and public relations as they have to do with selling goods to consumers. What a company believes in and stands for philosophically should be as discernible in its advertising as the sign over its place of business, the open and aboveboard disclosure of the quality to be expected in the goods that it sells."

■ The first obligation of the advertiser, he says, is to present the story of what he has to offer "simply, clearly and honestly."

Mr. Penney says he has no truck with advertising methods which seek to make people believe that all goods and services are unworthy except those of a particular advertiser. His own small store in Kemmerer, Wyo., which he bought in 1902, has grown to a chain of 1,700 stores in all parts of the country. From the beginning he indicated his business philosophy emphatically by naming the original shop "The Golden Rule Store," he recalls. Speaking from his long memory of personal dealings, he asserts that an advertiser would be lying to suggest that the other man's goods are "unworthy."

"It sows distrust and cynicism and, by suggesting the mean-spirited idea that no advertiser but the one whose goods are being advertised is honest and sincere, it contains the seeds of its own destruction," he writes.

■ Mr. Penney indicates another deviation from the golden rule which is anathema in the Penney system. "I oppose the kind of advertising claiming that a piece of merchandise is worth *more* than the price at which it is offered. I don't believe in comparative price advertising, and for two main reasons. It is devious. And, generally speaking, it is not believable."

His company held to the strict letter of the rule from an early date, he says: "The item we sell at 79¢ is a 79¢ item. We neither expect nor want customers of ours to think either that we are such poor business people as to believe we can sell them a $1 item for 79¢, or we think them of such poor intelligence that they would actually think we could do so."

■ The lesson to be read between the lines in Mr. Penney's advertising philosophy is clear enough—that the public is not moronic. "People know instinctively that a merchant cannot afford to lose money on the goods he sells," he writes. "To say nothing of being honest, advertising which carries a message of full value in exchange for every dime spent is clear evidence of business responsibility."

He discounts the value of advertising which promises "a Never-Never Land of fantasy values" or the prospect of something for nothing. "So far as my experience goes, this reasoning is fallacious," he says.

"I would not want to leave this subject—which, as a merchant, I believe touches a vital part of our everyday living—without testifying emphatically to my conviction that, in the eyes of those who read and follow advertising and advertisements, the messages conveyed by advertisements *are*, in effect, the institutions behind them.

■ "The obligation is therefore clear. There is no substitute for honesty in the news conveyed. Exaggerations of values, slick shadings of quality, facile wording which confuses rather than engendering confidence—these betray the public good will and hurt the cause of Business."

His summing-up: "The practice of advertising is growing in conscience and ethical standards."

"View from the Ninth Decade" is published by Thomas Nelson & Sons, New York. #

DAVENPORT, IOWA
ROCK ISLAND, ILLINOIS
MOLINE, ILLINOIS
EAST MOLINE, ILLINOIS

QUAD-CITY NEWSPAPERS

MOLINE DISPATCH
ROCK ISLAND ARGUS
Represented by ALLEN KLAPP

DAVENPORT MORNING DEMOCRAT
DAVENPORT EVENING TIMES
Represented by JANN & KELLEY, Inc.

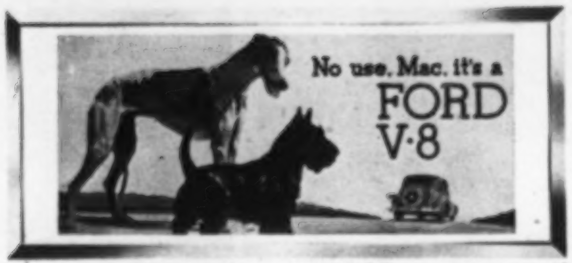
NEWSPAPERS ARE YOUR BASIC ADVERTISING MEDIUM IN THE QUAD-CITIES

DELIVER DAILY
99.8%
HOME COVERAGE
OF
IOWA-ILLINOIS
3rd MARKET

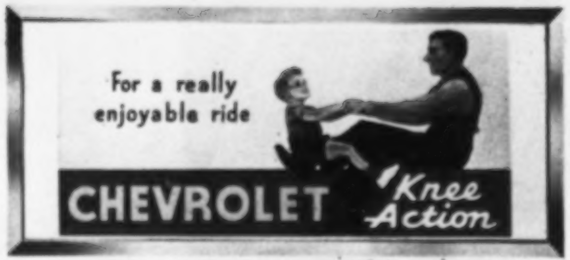
IOWA
DES MOINES 4
3 QUAD-CITIES
5 ROCKFORD
1 CHICAGO
2 PEORIA
ILLINOIS
POPULATION
1. CHICAGO 6,117,900
2. PEORIA 294,700
3. QUAD-CITIES . . 279,700
4. DES MOINES . . . 267,600
5. ROCKFORD 196,300
Source: Sales Management 1960 Survey of Buying Power

NEWSPAPERS ARE YOUR BASIC ADVERTISING MEDIUM IN THE QUAD-CITIES

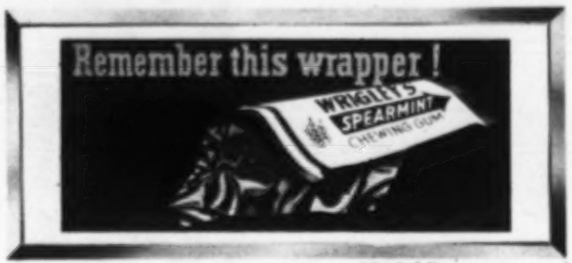
If you plan to sell big in the Quad-Cities . . . use NEWSPAPERS


No use, Mac, it's a FORD V-8

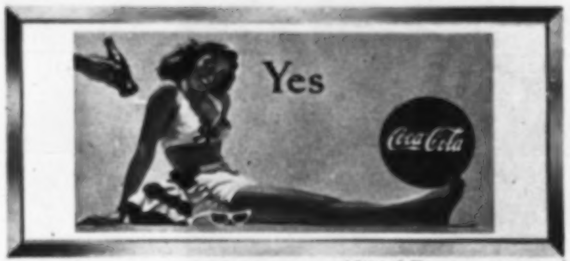
1935 (*Twenty-five years ago*)


For a really enjoyable ride
CHEVROLET
Knee Action

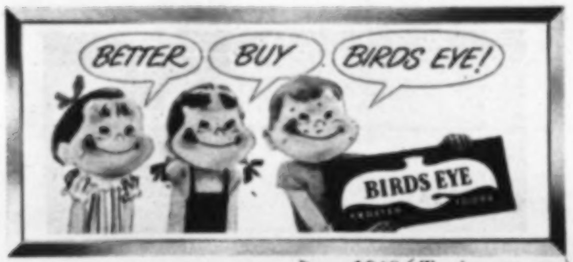
1935 (*Twenty-five years ago*)


Remember this wrapper !
WRIGLEY'S SPEARMINT CHEWING GUM

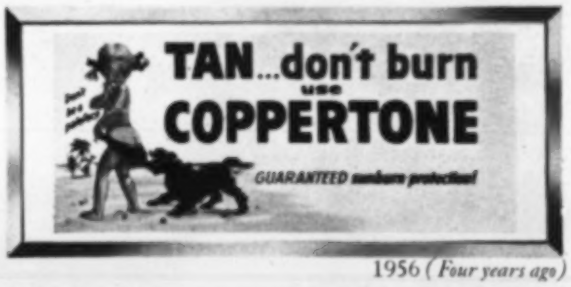
1945 (*Fifteen years ago*)


Yes
Coca-Cola

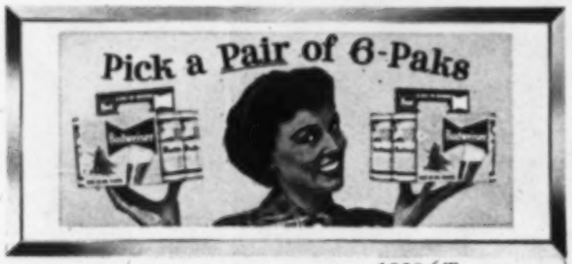
1946 (*Fourteen years ago*)


BETTER
BUY
BIRDS EYE!
BIRDS EYE

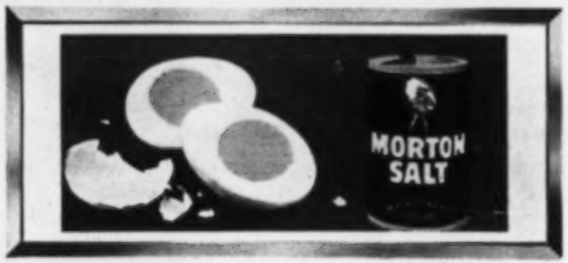
1948 (*Twelve years ago*)


TAN...don't burn
use
COPPERTONE
GUARANTEED sunburn protection!

1956 (*Four years ago*)


Pick a Pair of 6-Paks

1958 (*Two years ago*)


MORTON SALT

1959 (*One year ago*)

If you remember these posters, you know why Outdoor is called

the *Persistent* Primary Medium

Why does Outdoor advertising penetrate so deeply into the mind that it is remembered for weeks, months and years? Two main reasons.

One is simplicity of the Outdoor message. Outdoor by its very nature distills the selling message into a minimum of words and pictures, and drives it home with a clean, sharp blow.

Another reason is repetition. Your message in Outdoor is exposed repetitively 21 times a month to an average of 94% of the car-owning families in a market.

As a result, your message on Outdoor *persists* in the mind of the viewer as with no other primary medium.

To help Outdoor go to work *persistently* for you, OAI—national sales representative for Outdoor — puts at your disposal research, planning, creative, and merchandising services. Just write or call the OAI regional office near you.

OAI OUTDOOR
ADVERTISING INCORPORATED

With offices in: *Atlanta, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, St. Louis, San Francisco, Seattle*

FORBES
Nation's Business
U.S. News
Management
Business Review
THE WALL STREET JOURNAL

ADMINISTRATIVE...

PRODUCTION...

Maintenance Operation
TOOL ENGINEER
AUTOMATIC MACHINING
Metal Finishing

Materials in Design Engineering
SAE
POWER TRANSMISSION DESIGN
ELECTRICAL DESIGN NEWS
MECHANICAL ENGINEERING
Hydraulics & Pneumatics
Control Engineering
SCIENTIFIC AMERICAN

ENGINEERING...

PURCHASING . . .

Purchasing Week

How can you
CONCENTRATE TO DOMINATE
the metalworking market . . .

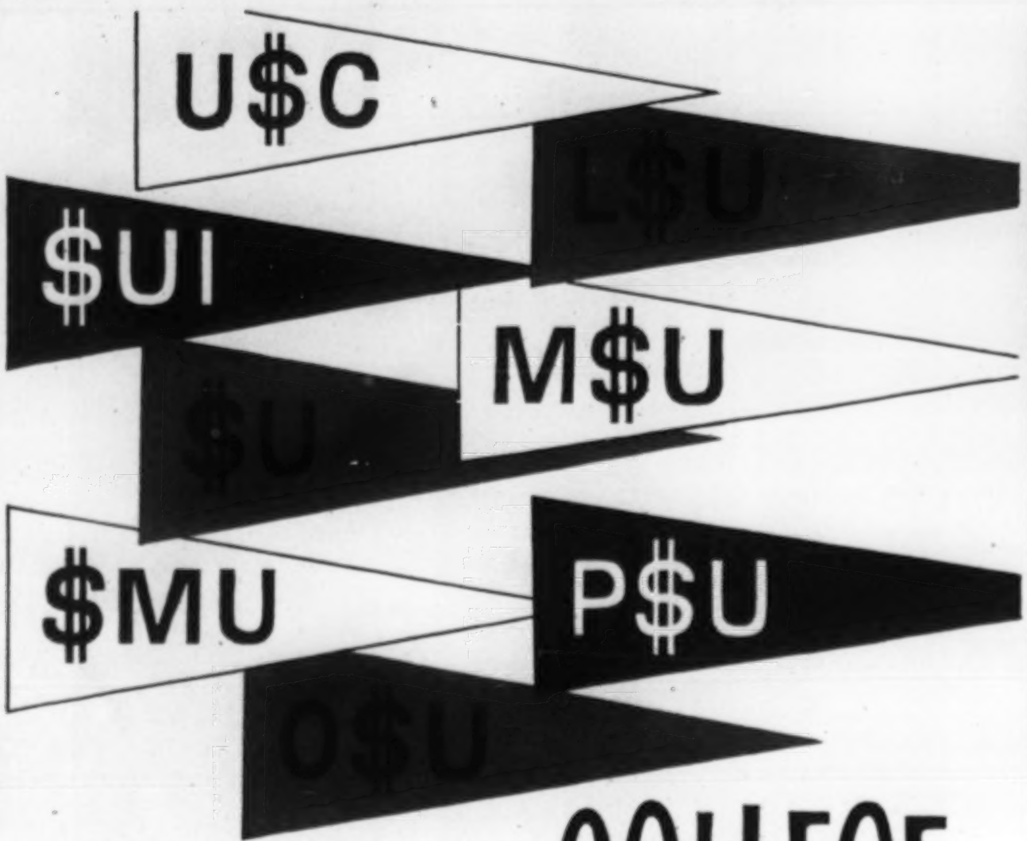
. . . and still cover all four buying influences? Metalworking is BIG . . . accounts for over half of all manufacturing in the nation. Metalworking is BROAD . . . embraces nine high volume SIC segments. Metalworking is GROWING . . . will increase from $150 to $225 billion by 1965 . . . $340 billion by 1970. In the light of these facts . . . are you investing enough to make the most of this BIG, BROAD, GROWING market? Are you covering all SIC segments . . . all important buying influences? Are you concentrating your dollars . . . to create a dominant campaign in the publications which can help your salesmen most? Of course, you use the "verticals" and single function publications to round out your program. But first, make sure you invest *enough* dollars in a publication that enables you to CONCENTRATE TO DOMINATE the *managers* in *all* of Metalworking America. STEEL will do the job for you. STEEL's circulation is proportionately matched to all SIC's in metalworking. By editing to the common interests of metalworking managers . . . STEEL covers all key buying influences in administration, production, purchasing and engineering. In STEEL . . . you *can* CONCENTRATE TO DOMINATE.

administrative
STEEL
The Metalworking Weekly
engineering

NBP
BPA

serves all four functions best *because it serves them all*

A PENTON Publication Penton Building Cleveland 13, Ohio



time to go to COLLEGE

college
AND UNIVERSITY
business

Sure, you've been to college—but look at what has happened in higher education since you wore your cap and gown:

From 1.4 million students in 1940, enrollment has grown to over 2.8 million this fall and will exceed 6 million by 1970. In 1961 colleges and universities will invest over a billion dollars in new buildings, over $100 million in new equipment. Colleges will build more student residence facilities than all the hotel construction in the country.

Since 1945 higher education has spent more money for new facilities than had been spent since the first college was built in America, and the physical plant will nearly double in a decade.

Now is the time to go to colleges and universities for sales—sales of every type of building component, of heavy-duty grounds-keeping equipment, maintenance and operation equipment and materials, of student room and public area furniture and furnishings, of food service and dining room equipment and furnishings, of teaching tools of all kinds.

Furthermore, higher education is ideally organized as a market: compact (only 2000 buying units); buying structure well identified as to functions of staff; expansion taking place within existing units where market cultivation can make a powerful impact now for immediate and future sales; geographically accessible to a well-organized sales force; reached and penetrated through a single powerful and effective magazine—COLLEGE AND UNIVERSITY BUSINESS.—Serving **all the buyers** in the college market.

Ask what, how and how much colleges and universities buy—and how you can communicate effectively with BUYERS.

publications of F. W. DODGE CORPORATION

The Nation's Schools and College and University Business
are published by The Modern Hospital Publishing Co., Inc.,
919 North Michigan Avenue, Chicago 11, Illinois

CASE HISTORY—*This mailing to doctors, evoking the scenes of the '20s. was based on a case history of a 65-year-old woman who experienced strong guilt feelings every summer because of memories of "an extramarital indiscretion." The "indiscretion" occurred 37 years ago—hence the illustration. Copy says the woman had a series of mental breakdowns, but with Librium therapy was discharged from treatment after five weeks.*

Librium Becomes No. 1 Tranquilizer, Though Outspent by Rival Advertiser

(Continued from Page 3)

seven out of 10 doctors were familiar with the name, Librium, and three out of 10 had already prescribed the product. This is a sensational showing for a new ethical.

Before the year is out, Roche will have spent close to $2,000,000 to promote Librium. Direct mail is being favored over journal advertising in a 3-to-2 ratio. Sampling costs—ordinarily a big factor in a new product introduction—are low, simply because Roche is not a great believer in free samples for doctors as an effective promotional tool.

Librium's advertising is being handled by William Douglas McAdams Inc., with John Kallir serving as account supervisor. Dr. V. D. Mattia, general manager of Roche Labs, assumes responsibility for the marketing program, along with William Gulick, director of advertising.

▪ The marketing of Librium can best be understood when placed against the background of the tranquilizer market. The business of keeping people tranquil is only six years old. Previously, mentally disturbed patients were treated—if, at all—with barbiturates.

In 1954, the new non-barbiturate tranquilizers appeared on the market—the rauwolfia derivatives and the first of the phenothiazines, Thorazine, Smith, Kline & French's brand of chlorpromazine. They were followed shortly by meprobamate, marketed by Wallace Laboratories division of Carter Products as Miltown and by Wyeth Laboratories division of American Home Products as Equanil.

▪ The new drugs had a dramatic impact in the mental health field. They resulted in the release of thousands of patients from mental hospitals and they became a favorite tool of the general practitioner in treating anxiety. In addition, they proved useful in many other areas.

Annual sales of tranquilizers have risen to $300,000,000 at the retail level. The total market has held fairly steady over the past two years although brand shares have fluctuated.

More than 60 tranquilizers have been marketed, and there are currently some 30, offered by 19 different companies. Despite this outpouring, a few products dominate the field.

In 1959, the phenothiazines as a group held 48% of the market, while the meprobamates garnered 38%. Phenothiazine is generally regarded as a stronger drug than meprobamate. SK&F's Thorazine, in particular, has won wide acceptance as a "hospital drug."

▪ Smith, Kline & French, Philadelphia, has the biggest stake in the field with Thorazine, Compazine and Stelazine. The company enjoyed a 31% share of the tranquilizer business in 1959.

The top-selling product, however, is Equanil, which is sold by Wyeth under license from Wallace. Equanil racked up sales of $37,000,000 in 1959, twice the volume of its twin, Miltown. The SK&F brands had a combined volume in excess of $40,000,000.

▪ This was the market picture faced by Librium prior to its introduction last March:

Before coming to market, Librium had been used by nearly 2,000 physicians in treating some 20,000 patients. The tests showed that in terms of potency, Librium fell in the area between meprobamate and the phenothiazines—that is, it was effective against both mild anxiety and more serious mental disorders. It was shown to have a dramatic "taming" action (in reducing aggression), while at the same time it was not generally accompanied by the deadening effects of other tranquilizing agents.

Using these results as their guide lines, Roche and its agency,

Get to the point!

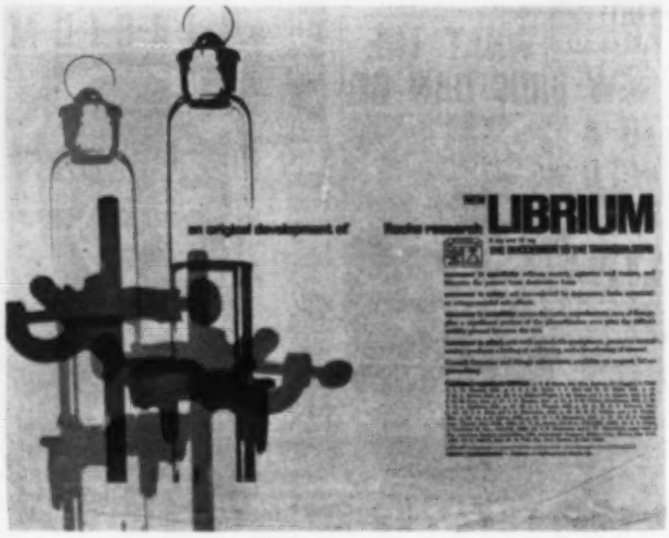
Say what you mean with the best-selling guide to clear, concise writing.

THE ELEMENTS OF STYLE

by Wm. Strunk, Jr., and E. B. White

Your bookseller has it. *$2.50*

MACMILLAN



RESEARCH TRIUMPH—*This spread is scheduled by Roche for medical journals this month and the rest of the year. It points up Librium as "an original development of Roche research."*

McAdams, decided that they would attack both segments of the market at the same time, even though physicians were not accustomed to prescribing the same agent for emotional disorders of widely varying intensity.

John Kallir, the McAdams account supervisor, said it was recognized that this approach involved a risk. "Any attempt to aim at both halves of the market entailed a risk of failing to capture either," he noted.

■ Advertising took as its point of departure the fact that Librium is a new chemical compound, "not a manipulated molecule." (Librium was, in fact, developed in Roche's U.S. laboratories by Dr. L. Sternbach.) Thus, announcement ads identified Librium as the "first of a new class of therapeutic agents for superior, safer, faster control of common emotional disturbances."

Everything was done to earmark Librium as an agent "in a class by itself." One of the key lines in the opening ads was a statement excerpted from a medical paper: "Librium is as different from the tranquilizers as they were from the barbiturates."

With several hundred new ethicals introduced every year, the problem was to register on the doctor's mind that Librium was more than "just another new drug." For the doctor, the key promotional points for Librium were these claims:

- "To free the patient from anxiety and tension, *per se*, or associated with organic or functional disorders.
- "To free the therapy from the drawbacks of previous agents.
- "To free the physician from the frustrations of prolonged, inconclusive treatment and to make the patient amenable to therapy."

■ Once the product got rolling, ads quickly labeled Librium as "the successor to the tranquilizers." It was identified in copy as the "successor in scope," "successor in safety" and "successor in effect."

Ads also included precautions, as follows: "In elderly, debilitated patients it is important to limit the dosage to the smallest effective amount to preclude the development of ataxia or oversedation (not more than 10mg per day initially, to be increased gradually if needed and tolerated)."

Librium was priced competitively with the other tranquilizers, retailing for $5.84 per bottle of 50.

Librium was introduced in March with an eight-page insert running in leading medical journals. This was followed by a series of other inserts, spreads and full pages. Roche will be using 45 medical journals this year, with the biggest schedule going into *Medical Tribune*.

■ On the direct mail front, where more money is being spent, Roche hit doctors with 45 different mailings in the first five months of the campaign. On the receiving end of the Librium mailings were 48,934 general practitioners, 16,730 specialists, 14,438 internists, 1,792 dermatologists, 115 neurologists, 1,500 neuropsychiatrists, 4,400 psychiatrists and 12,531 osteopaths, plus 2,560 physicians in Alaska, Hawaii, Guam, Puerto Rico, the Canal Zone and on a special list.

A series of seven different mailings were used, beginning with (1) basic product data, (2) Librium product advantages, and (3) a four-page insert in "Roche Report," the company's weekly newsletter. This led to (4) case history reports (single-sheet insert in "Roche Report"), (5) letter and folder emphasizing Librium's role as "the successor to the tranquilizers," (6) more case history reports in a self-mailer, and (7) question-and-answer folders based on inquiries received by Roche from doctors.

■ In its promotion, Roche has used pictures of Librium-tamed monkeys and a Librium-tamed

"You mean I can get large size,* quality printing in FULL COLOR and still save money!"

Yes, prove it to yourself! Just call or write.

* Up to 5000 sheets — Up to 40" x 60" size!

BLACK BOX

BLACK BOX COLLOTYPE STUDIOS, Inc.
Avenue 3-0262
4840 W. BELMONT AVE., CHICAGO 41
Representatives in principal cities

THE Nation's Schools

ADVERTISING IS HALF THE MAGAZINE

In The Nation's Schools Continuing Study of Readership, a very high figure of 78.5% of administrator respondents said they read the top-ranking editorial feature. On the other hand, 89% of the respondents listed one of three different kinds of *action* they took as a direct result of reading advertising.

This is, of course, not surprising, for product information is an essential part of the total information which a magazine provides to its readers. Further evidence of this simple fact is found in a 77.5% score (second highest) for the "What's New for Schools" editorial feature of The Nation's Schools.

With this high interest in information about products it is obvious that a magazine which provides the most in product information is most likely to attract and be read by those who must provide not only the ideas but the physical equipment and materials with which educational ideas are implemented.

Advertising volume is, therefore, an important index of the interest of a magazine to its audience. It is significant, then, that The Nation's Schools has led all other school administrative magazines in advertising volume for 17½ years—that The Nation's Schools carried more advertising pages than the second and third magazines *combined* in 1959 and again in the first seven months of 1960. Here's the 1960 record through July:

THE NATION'S SCHOOLS	**856 pages**
School Management	458 pages
Overview	369 pages
American School Board Journal	184 pages

Ask your NATION'S SCHOOLS representative to show you the Continuing Study of Readership, or write the publisher.

The Nation's Schools and College and University Business
are published by The Modern Hospital Publishing Co., Inc.,
919 North Michigan Avenue, Chicago 11, Illinois

an F. W. DODGE CORPORATION publication

THE Nation's Schools

A message of importance to newspaper spacebuyers

CHANGE

....can move your sales curve up if you take advantage of it;....or down if you ignore it!

The new census clearly shows a change in where today's families live.

AHNA newspapers afford saturation coverage in America's new residential communities. Your advertising dollars invested here will buy the best results in today's America.

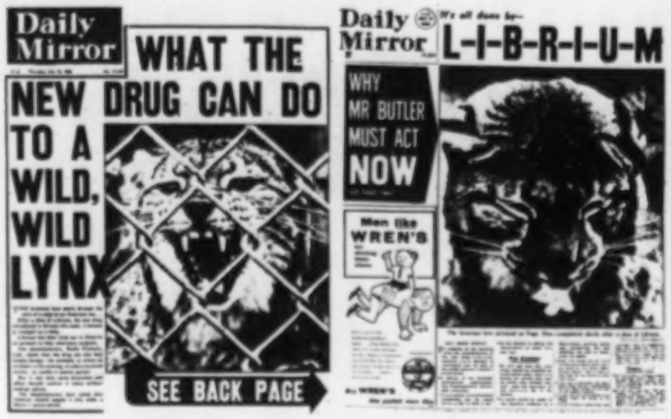
WRITE FOR FREE COPY

of AHNA's 1960 Rate & Data Guide . . . 44 pages of useful information on the nation's top community and shopping newspapers.

Accredited Home Newspapers
OF AMERICA, INC.

1706 Rhode Island Avenue, N.W.
Washington 6, D.C. • District 7-4618

141 East 44th St.
New York 17, N.Y. • MUrray Hill 2-8273



Daily Mirror
WHAT THE NEW DRUG CAN DO TO A WILD, WILD LYNX
SEE BACK PAGE

Daily Mirror
L-I-B-R-I-U-M
WHY MR BUTLER MUST ACT NOW
Men like WREN'S

UNWANTED PLUG—*After its big success in the U.S. market Librium found itself plastered all over the front and back pages of the London Daily Mirror (circulation: 4,500,000) this summer, as the drug was introduced in the British market. The Mirror ran pictures used earlier this year by Life, showing the effect of Librium on a wild lynx—all in an effort to convince the government that it must adopt more stringent rules on the sale of drugs. Britain has no legal codes prohibiting over-the-counter sale.*

lynx—*Life* ran the lynx picture—but the general tone of the campaign has been quiet—and forceful. Mr. Kallir describes the strategy as one of "generally underplaying an essentially very strong hand."

Industry measuring services show that in the first six months of the year (Librium was not advertised until March), Roche spent $165,000 to promote Librium in medical journals. This made it the second most heavily advertised tranquilizer. Wallace's Miltown was first, with a space expenditure of $470,000. (Wallace has consistently poured large amounts of money into print and direct mail advertising to make up for its lack of a sales force.) Ted Bates & Co. handles Miltown advertising.

■ Wyeth (Lewis & Gilman) spent $100,000 in journals to promote Equanil, while Smith, Kline & French (Doremus-Eshleman) backed Compazine, Stelazine and Thorazine with $75,000, $76,000 and $68,000, respectively.

In direct mail, Roche's Librium expenditure was measured at $240,000, compared with $640,000 for Miltown, $245,000 for Compazine, $130,000 for Thorazine, $125,000 for Stelazine and only $40,000 for Equanil.

There is no doubt about Librium's smashing impact on the market, although tranquilizer makers contacted by ADVERTISING AGE each claimed that the Roche product was hurting "the other guy—not me." Roche's own analysis shows that it is getting 50% of its business from the meprobamates and 50% from the phenothiazines.

Prescription audit figures show that in January—before Librium's introduction—Equanil led the field with 372,000 new prescriptions for the month, followed by Compazine (313,000), Thorazine (157,000), Miltown (143,000) and Stelazine (129,000). In March, Librium's first month, the Roche product appeared on 62,000 prescriptions, compared with 305,000 for Equanil, 295,000 for Compazine, 149,000 for Thorazine, 129,000 for Miltown and 120,000 for Stelazine.

■ In April, Librium shot up to 209,000 prescriptions, compared with 320,000 for Equanil, 266,000 for Compazine, 138,000 for Thorazine, 119,000 for Miltown and 111,000 for Stelazine.

Librium passed the field in May, and the June figures showed the following standing:

Librium—325,000
Equanil—271,000
Compazine—189,000
Stelazine—121,000
Miltown—117,000
Thorazine—101,000

In other words, from their highs

(Continued on Page 72)

CREATIVITY . . . wfmy-tv creates sales in the nation's 44th market*

This ancient Indian pottery is a product of someone's innate ability . . . creativity. Here in the *Industrial Piedmont* the one station with the proven ability to create sales is WFMY-TV.

To sell the nation's 44th market* (44 counties, 17 cities in all) . . . where 2.3 million customers have $3.2 billion dollars to spend . . . call your H-R-P rep today.

*Source: Television Magazine, 1960 Data Book

SEAL OF GOOD PRACTICE
wfmy-tv
CHANNEL 2
CBS

Houston **6th** **Largest City in the Nation**

The Chronicle...

1st **Newspaper in Houston**

In Houston, The Chronicle
Reaches More People
Carries More Advertising
Sells More Merchandise

Now the sixth largest city in the nation—and still growing—Houston is *A MUST Market!* And in Houston, advertisers know the selling power of The Chronicle. That's why The Chronicle *Dominates* in all advertising categories.

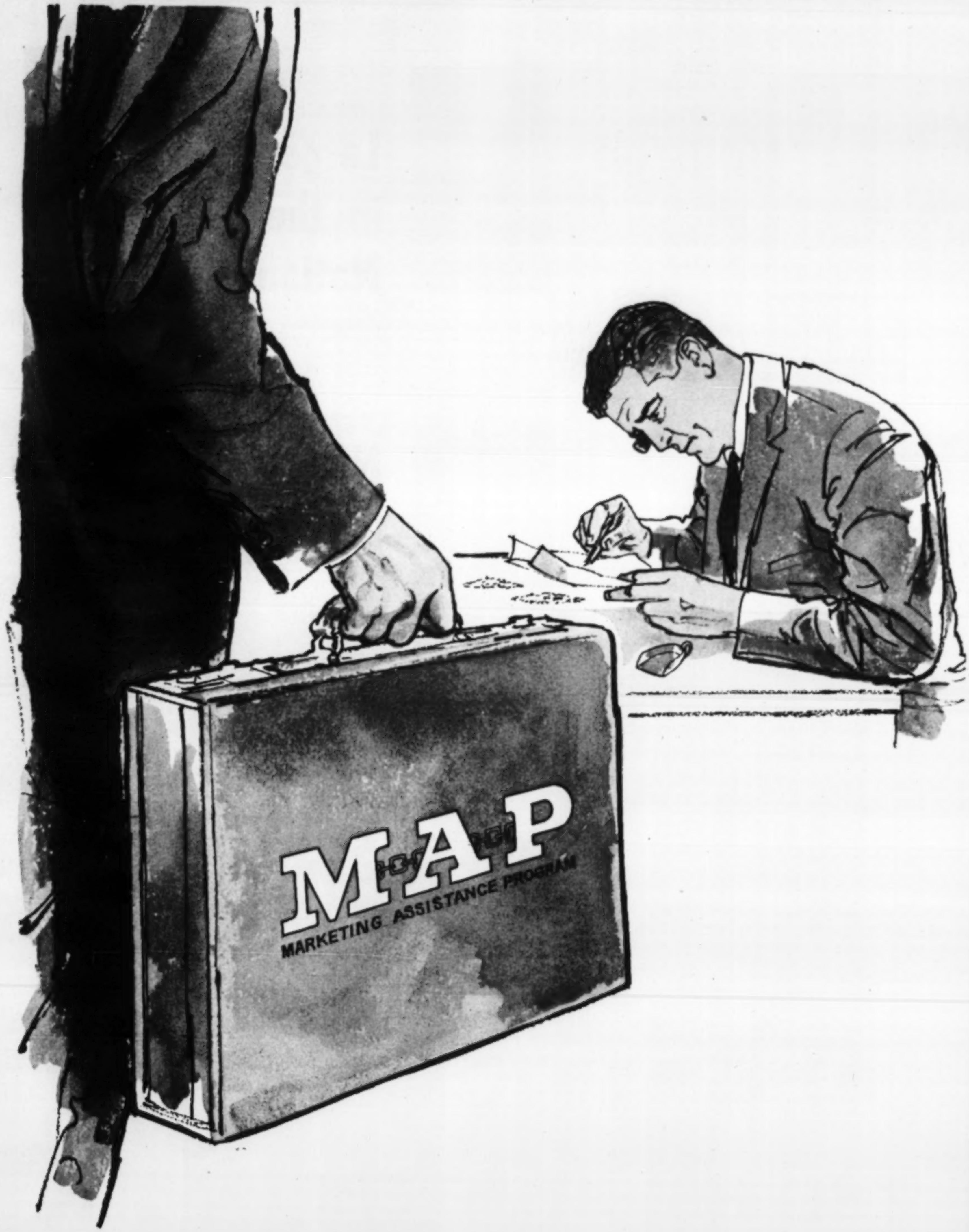
1st 6 Months of 1960

The Chronicle Leads Both Other Newspapers in:
17 of all **23** General Advertising Classifications
26 of all **28** Classified Classifications
19 of all **24** Retail Classifications

The reason . . . RESULTS!

THE HOUSTON CHRONICLE

Read by More Houstonians Than Any Other Newspaper
The Chronicle is a MUST Buy in a MUST Market!
The Branham Company—National Representatives


MAP
MARKETING ASSISTANCE PROGRAM

CHILTON'S JEWELERS'

Jewelers' Circular-Keystone offers marketing aid through

MAP

MARKETING ASSISTANCE PROGRAM

When you want information on the jewelry market, there's no better source than Jewelers' Circular-Keystone and its M-A-P.

More companies spend more advertising dollars in JC-K than in any other publication covering the $1.6 billion jewelry market. And with good reason. In its 91 years, JC-K has enjoyed an unmatched acceptance by people in the jewelry trade.

Now, through M-A-P, a comprehensive Marketing Assistance Program, JC-K can help you further sharpen your distribution methods, your knowledge of today's retailer and wholesaler, and your outlook on product sales trends and practices.

Readership studies, a variety of merchandising aids, and special research facilities are also part of the JC-K Marketing Assistance Program.

Editorial excellence has helped JC-K achieve the largest subscription circulation in this growing market. Its renewal rate is a healthy 81.26%. The unquestioned leader in its field, JC-K is naturally your leading source for marketing counsel. We will be happy to discuss your needs with you.

- JEWELERS' CIRCULAR-KEYSTONE, published monthly, has an audited paid circulation of 19,000.
- JC-K JEWELERS' DIRECTORY ISSUE, published at midyear, broadens and extends the service of JC-K.
- "A GUIDE TO CHILTON'S M-A-P" includes reference to JC-K's Marketing Assistance Program. May we send you a copy today?

KEYSTONE
JEWELERS' CIRCULAR-KEYSTONE
JEWELERS' DIRECTORY ISSUE
HOW TO
A Guide to CHILTON'S M-A-P

Chilton
COMPANY
Chestnut and 56th Streets • Philadelphia 39, Pa.

NBP

CIRCULAR-KEYSTONE

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

This week we're celebrating twenty years in the market research business—twenty years that have seen a lot of changes in market research and in our own business organization, too.

Happy Birthday

When we began our first sales study for H. J. Heinz Co. back in the fall of 1940, supermarkets were in their infancy, drug stores were selling mostly drugs, and television seemed nearly as remote a possibility as interplanetary space travel does now. The post-war years, of course, changed and expanded the whole concept of market research, and we at Burgoyne had to step lively, not to keep pace, but to maintain our hard-won position of being ahead in this vast, ever-growing field.

• • •

In 1956, Bill Draper, a veteran of many years with the McCall organization, was named vice-president in charge of our Chicago office. A few years later, in 1959, we saw the need for greater speed and efficiency in handling processed data and set up our own IBM operation. That same year, in September, we appointed H. H. "Duby" DuBois, vice-president in charge of our newly-opened Eastern office in Philadelphia.

• • •

No doubt about it, the '50's were busy years! But the '60's promise to be even busier. In May of this year, we set up a complete multilith department. This step spread our Cincinnati office over parts of four separate floors—an unwieldy situation at best. So once again we took a step forward, and this week we move into consolidated offices on the 18th floor of the First National Bank Building. What's more, we start our twenty-first year with a new, somewhat shortened name—Burgoyne Index, Inc.

• • •

If we had to make a birthday wish, we offer a simple one—may the next twenty years be as challenging and dynamic!

Burgoyne Index, Inc.
marketing and sales research
FIRST NATIONAL BANK BLDG. CINCINNATI 2 OHIO
CHICAGO OFFICE [illegible] PHILADELPHIA OFFICE [illegible]

Librium Is No. 1 . . .

(Continued from Page 68)

in January, Equanil is off 25%, Compazine 40%, Thorazine 33% and Miltown 20%. SK&F's Stelazine has held its own.

- The Librium story is a good example of the importance of timing in the ethical drug business. Last month Merck, Sharpe & Dohme division of Merck & Co. put its own tranquilizer into the field, Striatran, a drug related to the meprobamate family. Merck claims that Striatran is as "effective in half the dosage required with meprobamate" and is characterized by "much less drowsiness" as a side effect.

If Striatran had been introduced before Librium, it would have had the potential of becoming a major new product. However, with Librium now mopping up the field, the Merck entry will probably be relegated to an "also ran" position. Burdick & Becker has been assigned the advertising for Striatran.

- Mr. Kallir, at McAdams, points out that the Librium story is just beginning. Up to now, the product has been promoted almost exclusively as an agent for the treatment of anxiety and tension. Roche hasn't talked much yet about its use as a muscle relaxant or as an agent in the treatment of epilepsy and alcoholism. The drug is believed to be highly effective in all these situations.

In addition, Roche still has the field all to itself with this type of drug. There undoubtedly will be comparable ones forthcoming from the laboratories of other companies. Also, Roche is known to be working on combinations of this compound. It is a matter of record that top-selling ethical drugs have a short life, and if a manufacturer doesn't work to make his own product obsolete, a competitor will do it for him. #

'American Home' Opens Philly Sales Office: Appoints Six

American Home is opening a Philadelphia sales office and has appointed Wesley Silk, now on the New York sales staff, to manage it. Robert Neall, also of the New York staff, will be transferred to the Philadelphia office.

The magazine is also adding three salesmen to its Chicago staff, two in New York and one in Minneapolis. The two new additions in New York are Joseph Maloney, with *McCall's* for eight years, and Joseph M. Enright, formerly of McCann-Erickson. Joining the Chicago office are Don Gregori, from *The American Weekly;* Gerry Wroe, formerly with *Sports Afield;* and Carter Smith of *Family Weekly*. Richard J. Micheels, formerly with Gray Co., is joining the magazine's Minneapolis office.

Autolite Pushes Two New Products in Drive

The electrical products division of Electric Autolite Co., Toledo, has launched the most aggressive trade ad campaign in its history to push its new coaxial starting motor and alternator.

A total of 33 b&w pages will run through December in magazines such as *Automotive News, Automotive Industries, Agricultural Engineering, SAE Journal* and *Diesel Progress*. Hicks & Greist, New York, is the agency.

Robert Schawelson Sets Up Creative Displays

Robert M. Schawelson, formerly assistant sales promotion manager of Calvert Distillers Co., New York, has formed his own company, Creative Displays, offering point-of-sale displays, in addition to sales ideas and merchandising plans.

LAS VEGAS' COMPLETE RESORT HOTELS!
DESERT INN
STARDUST
HOTEL

FUN IN NEVADA—*This rotary bulletin, extolling the delights of Las Vegas' Desert Inn and Stardust Hotel, is currently being displayed in Chicago. Similar bulletins will be put up in other major cities. Lennen & Newell, Los Angeles, is the agency.*

McGregor, Eastman Run Ad Section in 'Sports Illustrated'

McGregor-Doniger Inc., New York, and Eastman Chemical Products, Kingsport, Tenn., will run a 48-page "lift out" college football forecast special section in the Sept. 19 issue of *Sports Illustrated*.

The section, "Scouting Reports," which will serve as a football guide to 130 college teams, covers their schedules, a football forecast and other related information. It will feature a total of 10 advertisements, all of them devoted exclusively to McGregor sportswear and emphasizing the use of Eastman's Kodel polyester and Verel modacrylic fibers.

Pierson Joins Bissell

Robert C. Pierson has been named sales promotion manager of Bissell Inc., Grand Rapids, succeeding A. J. Shaffer, who was promoted to advertising director in June (AA, June 13). Mr. Pierson formerly was with Rapids-Standard Co. and Automatic Music Inc.

Kennedy-Johnson Unit to Marks

New York Citizens for Kennedy-Johnson has named Robert M. Marks & Co. to handle its presidential campaign advertising.

ADVERTISEMENT

Market Research Agency Celebrates Twentieth Birthday

Burgoyne Index, Inc. Marks Occasion with Expansion, New Name

CINCINNATI, September 12—Donning a new name and moving into new and expanded quarters, the Burgoyne Grocery and Drug Index, Inc.—now the Burgoyne Index, Inc.—this week passes the 20-year post in a career that spans two eras in marketing and sales research.

Founded by John Burgoyne, Jr. back in September 1940, on the strength of a telegram-order from Lou Maxon of Maxon, Inc., Burgoyne was the first market research firm to make it possible for advertisers to obtain rate-of-sale information on a selected-market basis. In the pre-war years, when market research was an unknown quantity in the minds of most advertisers, Burgoyne was able to prove the immense value of store audits in the overall picture of product sales testing.

Following the war, as high volume distribution became the established trend in both grocery and drug retail operations . . . television entered the field as a new and important selling medium . . . new products hit the market by the hundreds—market research gained its deserved recognition and the Burgoyne organization began a growth and expansion pattern that has continued ever since.

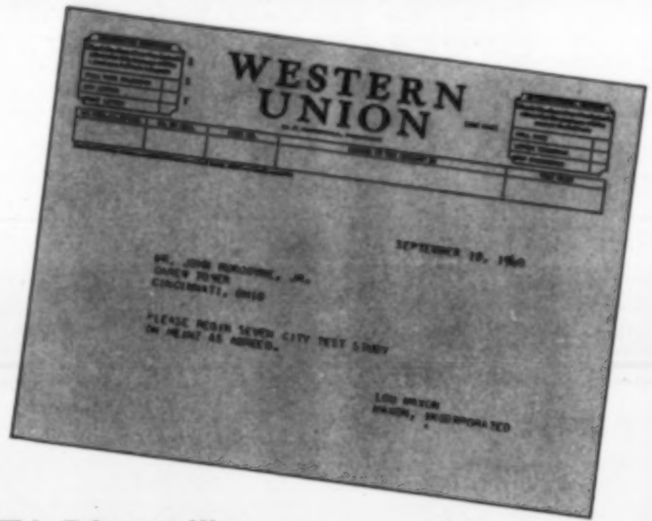
In 1956, Burgoyne established a Chicago branch office in the Palmolive Building. In April of 1959, a complete IBM operation was installed at the Cincinnati headquarters to facilitate handling and control of processed data. Later the same year, in September, a Burgoyne branch office was set up in Philadelphia to service Eastern accounts. During May, 1960, a multilith department was established at the Cincinnati office as a further move to improve service to clients.

As a result of this expansion over the course of 20 years, BII found itself occupying offices on four different floors of Cincinnati's First National Bank Building. This week, birthday No. 20 will be celebrated in modern, new, consolidated offices on the 18th floor of the same building.

• • •

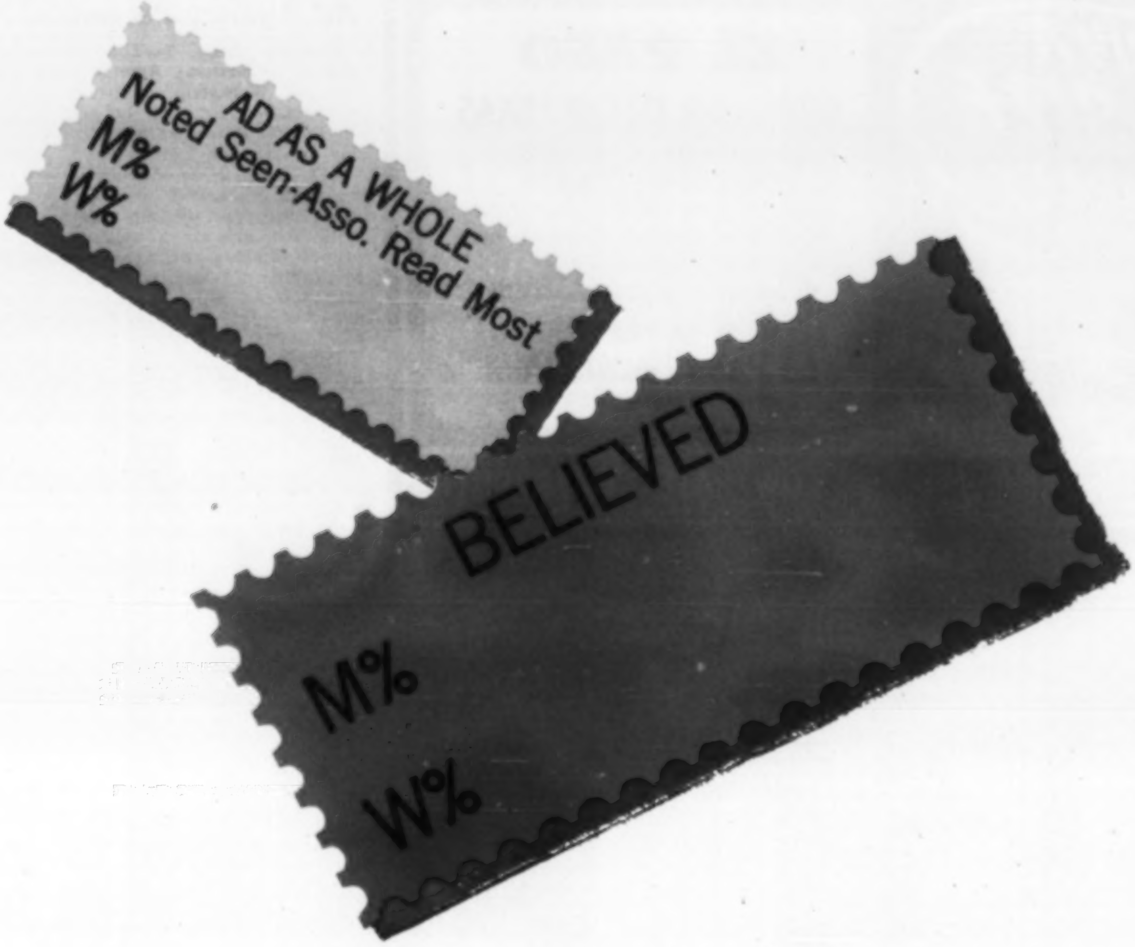
List of Clients Is Impressive

Twenty years of market research experience has brought Burgoyne in contact with hundreds of different products for sales testing. A listing of clients gives an indication of the variety of product sales testing now being done by the firm: Abbott Laboratories, Armour & Company, The Borden Company, Bristol-Myers Company, Carter Products, Inc., Chun King Sales, Inc., Colgate-Palmolive Company, Corn Products Company, The Dow Chemical Company, J. A. Folger & Company, The R. T. French Company, General Foods Corporation, General Mills, Inc., Gerber Products Company, Green Giant Company, Grove Laboratories, Inc., Hawaiian Pineapple Co., Ltd., Johnson & Johnson, S. C. Johnson & Son, Inc., Lever Brothers Company, Thomas J. Lipton, Inc., Mead Johnson & Company, Minute Maid Corporation, Narragansett Brewing Company, National Biscuit Company, The Nestle Company, Inc., Pet Milk Company, The Pillsbury Company, Ralston Purina Company, Harold F. Ritchie, Inc., Scott Paper Company, Standard Brands, Inc., Swift & Company, Texize Chemicals, Inc., U. S. Borax & Chemical Corporation, Wesson Oil & Snowdrift Company.


WESTERN UNION

This Telegram Was Burgoyne's Birth Certificate

The facsimile telegram above provided the kickoff for the company then known as the Burgoyne Grocery Index. A sales test in those days might involve store panels composed of 70 or more neighborhood stores—a far cry from today's much smaller panels of 20 to 25 supermarkets, doing twice the business of these 70 neighborhood stores.



How about "Believed" as a Fourth Dimension of advertising effectiveness?

One thing is certain: readers can read, noters can note, see-ers can see. But if they don't *believe* it, they're just not going to do anything *but* read, note and see!

Same holds true for TV and every other medium, of course. *No product can thrive on advertising exposure alone, no matter how well attended or attractively presented.*

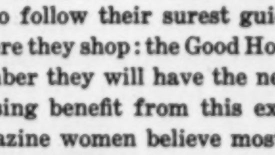
You have to get those readers, reviewers and listeners *with* you all the way. You have to get them to believe you.

Believability is our stock in trade at Good Housekeeping. We not only publish an extensively well-read magazine each month, but we also do more to ensure believability than any other magazine, any other medium. Note how often TV cites the Good Housekeeping Seal!

Ads, products, editorial—everything in Good Housekeeping is *in* the magazine only because the editors and the Good Housekeeping Institute have found the facts to be facts, the claims to be well supported, the products up to snuff.

Women know this. That's why they not only believe what they read in our magazine, but also follow their surest guide to guaranteed products in the stores where they shop: the Good Housekeeping Guaranty Seal. And in November they will have the new Buyers Guide.

Couldn't *your* advertising benefit from this extra assurance of believability, in the magazine women believe most of all?



Good Housekeeping

...because nothing persuades and sells like the truth

REFUND OF MONEY
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

BUY A
KING-SIZE
MARKET
EL PASO—
CAPITAL CITY
OF
The Fabulous Southwest

EL PASO
NOW...5th CITY IN TEXAS
—and 46th in the Nation
Population 272,239
Gain 141,754 (108.6%) over 1950
The Fastest Growing City in Texas
The El Paso Times
Morning and Sunday
El Paso Herald-Post
Evening
TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

Financial, Management Workshop for Ad Agency Personnel Set for Oct. 27-28

CHICAGO, Sept. 7—The second annual Advertising Agency Management Workshop, sponsored by ADVERTISING AGE, will be held at the Palmer House, Chicago, Thursday and Friday, Oct. 27-28.

The Advertising Agency Management Workshop was inaugurated last year to help meet the need for greater knowledge of agency financial management, and to provide a forum in which top management representatives of agencies can exchange ideas and experiences.

As was the case last year, the workshop will be conducted under the personal supervision of Ira Rubel, well known authority on agency financial management and accounting.

▪ In a series of informal workshop sessions, the group will consider agency services and charges; machine accounting and procedures; agency cost accounting; agency stock problems, and will work out specific problems in the area of "The Unprofitable Account" and "Preparing for Ownership Transference."

In addition to Ira Rubel, senior partner of Ira Rubel & Co., and the staff of Ira Rubel Inc., the Workshop faculty will consist of Wesley Aves, president, Aves, Shaw & Ring, Grand Rapids, Mich.; Herbert S. Gardner Jr., secretary-treasurer, Gardner Advertising Co., St. Louis; John B. Morris, vp and chairman of the finance committee, Norman, Craig & Kummel, New York; Raymond Sachs, controller, Campbell-Mithun, Minneapolis, and Fred Winter, assistant treasurer, Tatham-Laird, Chicago.

▪ The cost of the Workshop, including lunch and dinner on Thursday and lunch on Friday, is $150. Hotel room is not included.

Attendance will be limited, and applications accepted in the order in which they are received. For further details, address Agency Management Workshop, 200 E. Illinois St., Chicago 11, Ill. #

Dow's Fall Campaign to Feature LP Album Premium

Dow Chemical Co., Midland, Mich., will launch its "Two Hits for Holiday Entertaining" fall promotion for Saran Warp on Oct. 1. Based largely on a premium offer of a high fidelity lp record album, the promotion, which will run for three months, will be supported by magazine, radio and television advertising, plus in-store display material.

The magazine schedule includes four-color ads in *Everywoman's Family Circle*, *Reader's Digest* and *Woman's Day*. Adjacent ads will feature the premium offer. The album, a collection of tunes from two Broadway hits, will be offered during this time for $1 plus proof of purchase.

Anderson-McConnell Adds Two Accounts; Names Buckler

Anderson-McConnell Advertising, Los Angeles, has been appointed to handle advertising for Avdel Inc., Los Angeles, manufacturer of industrial fasteners, and Applied Communication Systems, Culver City, maker of audio-visual production systems. Steller, Millar & Lester formerly handled Avdel.

Don Buckler, formerly an art director with Fuller & Smith & Ross, Pittsburgh, has joined Anderson-McConnell as an art director.

Gold Bond Sets Contest

Gold Bond Stamp Co., Minneapolis, will conduct a "Wish-A-Gift" contest to promote readership of its new 1960 gift book, which will be mailed soon. Readers of the gift book will choose a gift, fill out a coupon and mail it to Gold Bond. Winners will be determined by drawings.

Rudden Joins Kingsbury

John P. Rudden has been named vp in charge of sales and advertising of Kingsbury Breweries Co., Manitowoc, Wis., a new position. He formerly was account supervisor on Atlantic Brewing Co. for W. B. Doner & Co., Chicago.

Eckerson to 'Virginia Sun'

Gene Eckerson has joined the *Northern Virginia Sun*, Arlington, as advertising manager. He formerly was advertising director of Monongahela Publishing Co., Monongahela, Pa., publisher of the *Monongahela Republican*.

ORLON
REG. U. S. PAT. OFF.
and
DACRON
REG. U. S. PAT. OFF.
are
trademarks,
too!

As this tall white hat identifies the chef, our trademarks identify the unique qualities and characteristics of two of our modern-living fibers. "Orlon"* distinguishes our acrylic fiber; "Dacron"*, our polyester fiber. As we use and protect these trademarks, they become more meaningful and valuable both to consumers and to the trade.

For handy folders on proper use of the trademarks "Orlon" and "Dacron", write Product Information, Textile Fibers Dept., Section AA, E. I. du Pont de Nemours & Co. (Inc.), Wilmington, Delaware.

TEXTILE FIBERS DEPARTMENT
DU PONT
REG. U. S. PAT. OFF.
BETTER THINGS FOR BETTER LIVING . . . *THROUGH CHEMISTRY*

*DACRON and ORLON are our registered trademarks. When you use them: *Distinguish them*—Capitalize and use quotes or italics, or otherwise distinguish by color, lettering, art work, etc. *Describe them*—Associate them with their generic terms—for DACRON the generic term is polyester fiber, for ORLON the generic term is acrylic fiber. *Designate them*—As Du Pont's trademark for its polyester (acrylic) fiber in a footnote or otherwise.

Photographed by Peter Fink
A "Metropolitan" Personality

Adept at attracting and holding the attention of those people who prefer the extraordinary: a "Metropolitan" personality—just like each of our widely recognized properties in the Television, Radio and Outdoor media.

METROPOLITAN BROADCASTING CORPORATION

205 East 67th Street, New York 21, New York

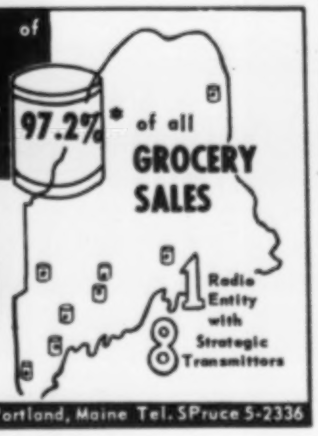
TV STATIONS: WNEW-TV, New York; WTTG-TV, Washington, D.C.; WTVH, Peoria/Ill.; KOVR-TV, Sacramento-Stockton/Calif.
RADIO STATIONS: WNEW, New York; WIP, Philadelphia; WHK, Cleveland
OUTDOOR: Foster and Kleiser—operating in Arizona, California, Oregon and Washington.

the RIGHT combination of MAINE'S best stations.. LOBSTERADIO

*They eat more, they buy more in the "potent" markets covered by Maine's Lobsteradio Stations. See your rep for the "hungry" details.

Lobsteradio (By Market Size)
Portland Bangor Lewiston Waterville
Caribou Augusta Sanford Rumford

REPRESENTED BY:
NEW YORK: Devney-O'Connel Co., 535 5th Ave.
BOSTON: George Eckels & Co.
CHICAGO, DETROIT, WEST COAST: Doren F. McGovren Co., Inc.



Executive offices: Columbia Hotel, Portland, Maine Tel. SPruce 5-2336

'L.A. Mirror' Names Kozek

Robert M. Kozek has been appointed advertising manager of the *Los Angeles Mirror*, Los Angeles, and Frank W. Lester has been named director of classified advertising of the Times-Mirror Co., Los Angeles. Mr. Kozek has been in charge of the *Mirror* classified advertising department for the past six years and Mr. Lester has been classified advertising manager of the *Times* for two and one-half years.

Wrisley to Launch Campaign

Allen B. Wrisley Co., Chicago, manufacturer of soaps and toiletries, will launch a greatly expanded advertising and sales promotional campaign during the last quarter of 1960. Network television and ads in *Ebony*, *Everywoman's*, *Family Circle*, *Ladies' Home Journal*, *McCall's*, *Seventeen* and *Vogue* are scheduled. Peitscher, Janda Associates, Chicago, is handling the campaign.

Hearst Shifts Gohring

William G. Gohring, formerly in charge of the book division of *Popular Mechanics*, a Hearst magazine, has shifted to the New York sales staff of *House Beautiful*, also published by Hearst.

Burgeson to 'Valley Times'

Edward H. Burgeson, formerly retail vp of the Bureau of Advertising, ANPA, has been named advertising consultant for the *Valley Times*, North Hollywood, Cal.

Persuasion, Like Any Tool, Has 'No Morality': Dichter

NEW YORK, Sept. 9—"The Strategy of Desire" by Dr. Ernest Dichter was published today by Doubleday & Co. at $3.95. It is being billed by the publisher as "an exciting and authoritative description of the science of persuasion" and the "first eloquent answer to Vance Packard's 'The Hidden Persuaders'."

Mr. Packard's book, published three years ago, alleged that advertisers, in league with psychologists like Dr. Dichter, are now playing upon the irrational fears of consumers to manipulate them into buying. It ascribed to these "symbol manipulators" great powers of persuasion, and it raised the question of whether their activities constituted an "immoral" invasion of the rights of privacy—"the privacy of our minds."

Now comes Dr. Dichter, president of the Institute for Motivational Research and Villain No. 1 of Mr. Packard's best-selling opus, to set forth his credo.

■ Dr. Dichter is not one to deny that he and his cohorts have the power to persuade.

"We have learned to perfect the techniques of persuasion and communication," he states boldly. He contends that persuasion is a fact of life, impossible to ignore, and that the only "debatable" question is the goal or purpose of the persuasion.

"A knife has no morality of its own," Dr. Dichter replies to Mr. Packard. "Making it sharper thus does not make it more or less immoral. Persuasion techniques are like sharpened knives. They are tools."

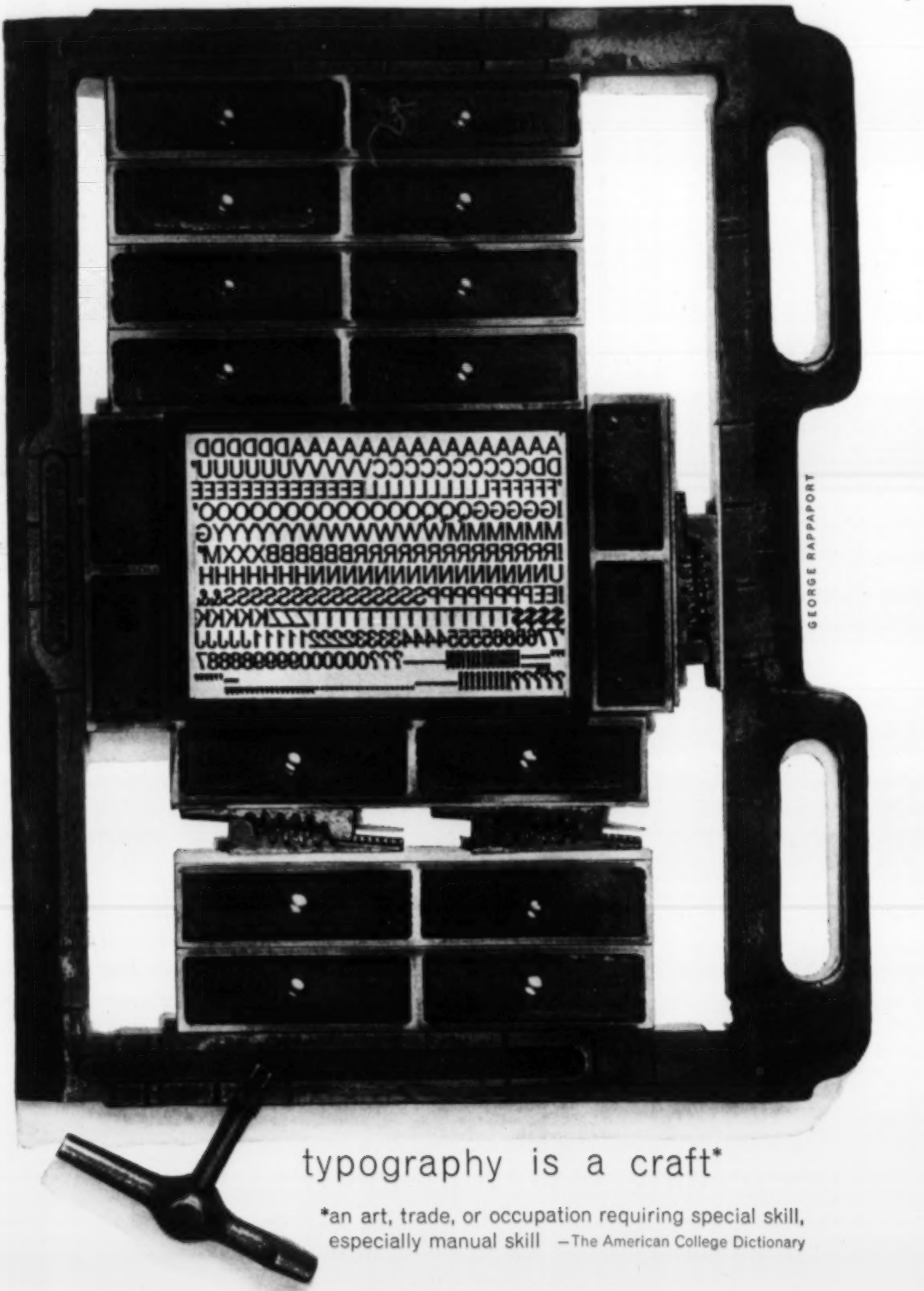
What we need, Dr. Dichter argues, are moral goals to "coincide with the psychological and economic goals of democracy and free enterprise." We are being held back, he says, by puritanical fears of enjoyment of the good life.

■ "We are ashamed of our thick carpets, good food, and enormous cars," Dr. Dichter points out. "The Russians strive for the very same symbols of affluence but are clever enough to explain them in advance as results of socialistic achievements.

"What has become imperative for us is to revise our morality. Hedonism, as defended by the old Greeks, has to be brought to the surface again. We have to learn to forget the guilt of original sin . . . We have to learn to accept the morality of the good life."

Dr. Dichter sees his practice of motivation research as one of the great liberating forces in enabling man to "grow and expand his power for enjoyment and creative exploration to the utmost of his capacities." He makes this point again and again in these 314 pages, as he explains how he tackles problems for clients.

■ "If the desire for freedom and discovery can be expressed through the glamor of a new convertible," Dr. Dichter writes, "I willingly accept responsibility for combining two strong human desires for the benefit of the car advertiser—and ultimately for the benefit of both the national economy and the creative happiness of the individual. It is only when the goal of persuasion is to instill static and stale contentment that it results in eventual mal-



typography is a craft*

*an art, trade, or occupation requiring special skill, especially manual skill —The American College Dictionary

MONSEN typographers, inc.

CHICAGO: 22 EAST ILLINOIS STREET
LOS ANGELES: 960 WEST 12TH STREET

adjustment and unhappiness and thus becomes clinically incorrect and morally undesirable. If everything in this world is in flux, then we must persuade more, rather than less; we must persuade mankind to push the big ball actively up the hill of human history."

Before Dr. Dichter is through, he has programs not only for advertisers but for the U.S. State Department. The last chapter in the book presents a 10-point program designed to reshape the American image and stem the tide of anti-Americanism overseas.

■ "The Strategy of Desire" shows clearly that Dr. Dichter's services have been much in demand. The many case histories used here as examples leave a graphic picture of a long train of manufacturers, non-profit organizations and governmental bodies traveling to Dr. Dichter's mountaintop retreat in Croton, N.Y., seeking answers to their problems. And Dr. Dichter has provided the answers.

Many readers of this account will be struck by the fact that Dr. Dichter seems always to look below the surface for answers that are not obvious. As he puts it: "We never buy anything or take action unless there is some kind of deep psychological need for it."

Of course, the answers will vary radically with the situations. In 1938, Dr. Dichter saw the convertible as a symbolic mistress for the male driver; today, he describes the small car and the compact car as "successes because they permit mastery of the car again."

■ There is one striking example in this book which shows Dr. Dichter's ingrained habit of looking at a problem in a new way. He reports that on a recent trip to South America he noted that people there spoke about the Northern Hemisphere with greater reverence than about the Southern Hemisphere—and the reverence seemed to be due, in part, he says, to nothing more than the fact that maps show the North on top of the South.

Dr. Dichter suggests that "a dramatic new attitude toward the southern part of the globe might be achieved by printing a globe or a map where the South is on top and the North at the bottom."

Dr. Dichter says this kind of "creativity" is needed to find the answers to many problems. "Often," he points out, "only by standing on our heads can we find new approaches to the solution of new problems." #

Two Join H-R TV

Jerry Mulderrig, formerly with Venard, Rintoul & McConnell, has been named to the sales staff of H-R Television, New York. H-R also has named Rouen J. Westcott, formerly an account executive with KHG-TV, Los Angeles, to its Los Angeles staff. The station representative has leased additional office space in the Equitable Bldg. in Hollywood.

AAW Names Campbell

Robert S. Campbell has been named assistant general manager, at San Francisco, of the Advertising Assn. of the West, to aid Charles W. Collier, exec vp. Mr. Campbell since 1947 has engaged in organizational work in the Bay Area and is a former secretary-treasurer of the 20-30 Club for which he published its weekly "News-Letter."

'Visit the U. S.' Now a Magazine Instead of Ad Drive

Visit the U.S. Inc., a company formed earlier this year to run a $250,000 cooperative advertising campaign in Europe to attract tourists to the U.S. (AA, May 2), has revamped its plans. The prospective advertisers—hotels, airlines, state tourist boards—failed to materialize, and the company now plans to publish a bi-monthly magazine, "Visit the U.S.A."

This magazine will be distributed to some 4,000 travel agents in Europe. Published in English, French and German, it will provide information on places to see, coming events and other items of interest to would-be tourists to the U.S. Advertising space will be sold at $240 per b&w page. The project is still headed by agency man Cliff Coch, at 211 E. 53rd St., New York.

Two to 'Ladies' Home Journal'

David M. Mercer, formerly with *Scholastic Magazines*, and Robert N. Cloutier, formerly with Henry I. Christal Co., have joined the sales staff of *Ladies' Home Journal*. Mr. Mercer will be based in New York, Mr. Cloutier in Boston.

Consult THE MIDWEST'S
FASTEST GROWING PRINTING HOUSE FOR

- Creative art work
- Fine color offset lithography
- Quality letterpress printing
- Four-color separations
- Publications "know-how"
- Complete mailing service
- Mats, stereos and electros
- Complete bindery

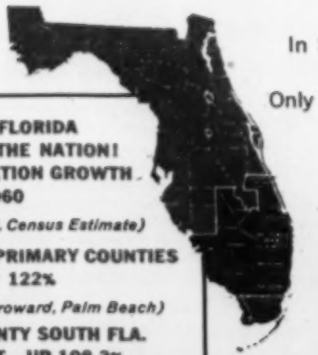
AND NOW High Speed Four-Color Web Offset

Write, Wire, Phone

Nebraska Farmer Company

Out of the "high-rent" district at
1420 P STREET LINCOLN, NEBRASKA

ONLY THE SUNSHINE
COVERS SOUTH FLORIDA
BETTER THAN
WTVJ



SOUTH FLORIDA
PACES THE NATION!
POPULATION GROWTH
1950-1960
(new U.S. Census Estimate)
THREE PRIMARY COUNTIES
UP 122%
(Dade, Broward, Palm Beach)
12-COUNTY SOUTH FLA.
MARKET—UP 108.3%
Total Population 1,699,149

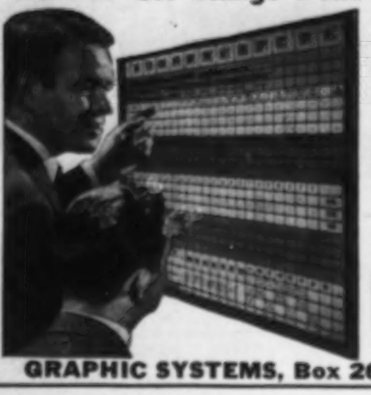
In South Florida, the nation's fastest-growing area-market, WTVJ—among all media—delivers the largest daily circulation! Only WTVJ will give your schedule complete coverage of this dynamic growth area. Obtain the facts of WTVJ's exclusive, total coverage of South Florida from your PGW Colonel.

WTVJ CBS SOUTH FLORIDA

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WOMETCO ENTERPRISES INC.
WTVJ
WLOS-TV
WFGA-TV
(Affiliate)

How to Get Things Done Faster and Better



The BOARDMASTER Visual Control gives you Graphic Picture of your operations at a glance. You see in seconds how to save time and money.

Over 500,000 organizations are using this simple, flexible tool to get things done. Ideal for sales, inventory, production, traffic, etc. Type or write on cards, snaps in grooves. Made of metal.

Full price $49.50 with cards

FREE 24-page Illustrated BOOKLET No. BG-30 Without Obligation

Write today for your copy.

GRAPHIC SYSTEMS, Box 267, Yanceyville, N. C.

Stites Named Division Head

With expansion of its advertising, marketing and public relations services, McCormick-Armstrong Co., Wichita, Kan., creative printing company, has appointed Dick Stites manager of the advertising agency division. Mr. Stites, an account executive, joined the company three years ago as a copywriter.

Dickerman Adds Stand-Built

Stand-Built Furniture Corp., Brooklyn, has appointed Dickerman Advertising, New Hyde Park, N.Y., to handle its advertising. The campaign will consist of ads in the *New York Times Magazine*, starting Sept. 25, augmented by direct mail to dealers and dealers' aids.

TV TEASER—*Model Grace Jacobs lends encouragement to Chompin Freddie and his animated brother, who will star in a new series of commercials for Malt-o-Meal hot wheat cereal. Malt-o-Meal Co., Minneapolis, has scheduled the commercials on local kid shows through Campbell-Mithun.*

HARDWARE AGE'S

M·A·P

Marketing Assistance Program

can help you here:

✓ **NATIONAL SURVEY.** A scientific sampling of 41,000 hardware stores. Covers 224 hardware products in nine categories. Shows total retail and average sales volume. Percent of stores carrying each product. Number of brands carried and where purchased.

CHILTON RESEARCH SERVICES. The Chilton Company research department is available — for a reasonable fee — on an independent, fully confidential basis to manufacturers, agencies and others for conducting market and product research.

GENERAL COUNSELING FROM HARDWARE AGE STAFF. The marketing experience and knowledge of the Hardware Age organization is at your service. Advice on such key problems as cataloging, pricing, discounts and distribution.

✓ **VERIFIED LIST.** The most complete list of hardware wholesalers in the industry. Includes names, addresses, territory covered, lines handled and buyers for 538 general hardware wholesalers in the U.S. and Canada — plus 1,350 manufacturers' agents.

✓ **CENSUS OF RETAIL HARDWARE DEALERS.** Includes all 41,000 known hardware retailers broken down into volume groups by states. Census maintained daily for extremely accurate research and promotion uses.

✓ **MAILING SERVICES.** Keyed to the Hardware Age Census of Retail Hardware Dealers — the most accurate, complete, up-to-date lists in the business.

MERCHANDISE DIRECTORY NUMBER. Lists 6,888 hardware products with 9,845 cross references. Gives manufacturers' names, addresses and more than 25,000 brand names.

MERCHANDISING SERVICES Promotions by Hardware Age advertisers can be supported with such items as tear sheet folders, post cards, bookmarks and easels.

MEDIA HELP. Helpful material for the media buyer: readership studies, page sales analyses and a Planning Guide giving valuable information on the hardware markets.

Which of these Hardware Outlets would you prefer to call on?

Hardware Age M·A·P can help you find your best prospects in the Hardware Market

Who are they? Where are they? To help you find answers you'll want to know the retail sales potentials; how products in your merchandise categories are distributed; who are the distributors . . .

M·A·P — the Hardware Age MARKETING ASSISTANCE PROGRAM — can provide ✓ the latest hardware store sales figures for 224 products in nine merchandise categories; ✓ a summary of the most complete census of retail hardware outlets; ✓ a verified list of wholesalers; ✓ mailing services keyed to the Hardware Age Census of Retail Hardware Dealers . . .

M·A·P is prepared to work with you in a realistic promotion campaign to place your advertisements, catalogs, bulletins . . . right where they should be most effective.

MARKETING
ASSISTANCE
PROGRAM

As a first step, tell us what products you sell or intend to sell in the hardware market. We will send you the M·A·P Merchandise Category Summaries in this handy Folder File, *plus* wholesaler information and a comprehensive breakdown of the Hardware Age Continuing Census of Dealers — the most accurate list of hardware trade outlets available anywhere.

Your advertising will meet

More Eager Readers in Hardware Age

HARDWARE AGE

A Chilton Publication

ABC Member NBP

Chestnut and 56th Street
Philadelphia 39, Pa.

Researchers Help Auto Makers in Picking Car Names

DETROIT, Sept. 7—There will be nearly 100 brand and series names to remember if you want to qualify as an auto buff in 1961. That's why a lot of pains are being taken in selection of new model names. Take the case of Dodge's new Lancer, for instance.

Dodge had 250,000 words screened, tested and weighed by the New York research company of James Vicary Co. before the name was picked. The company was the one that picked the names Seneca, Pioneer and Phoenix for the Dart series in 1960. It also selected Polara for the medium-price Dodge.

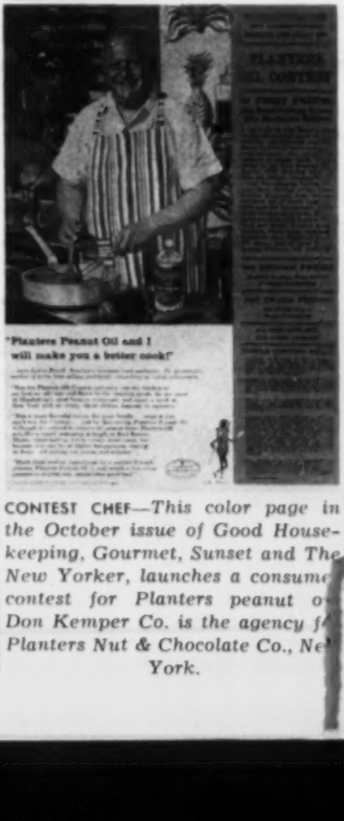
Names come from picture titles, books, plays, race horses, song titles, just to name a few source lists. There are other title categories as well. A legal clearance, to see if the name is registered for use in another connection, also is needed.

■ Then a name is tested to see how people react. Using a large list, a group is asked: "What would your expect a compact car to be called?" Listings are then submitted to a second group, with the question: "What do these words mean to you?" Words that developed high ratings on both questions are refined by further testing.

Lancer was chosen because it seemed to carry strong Dodge identity. #

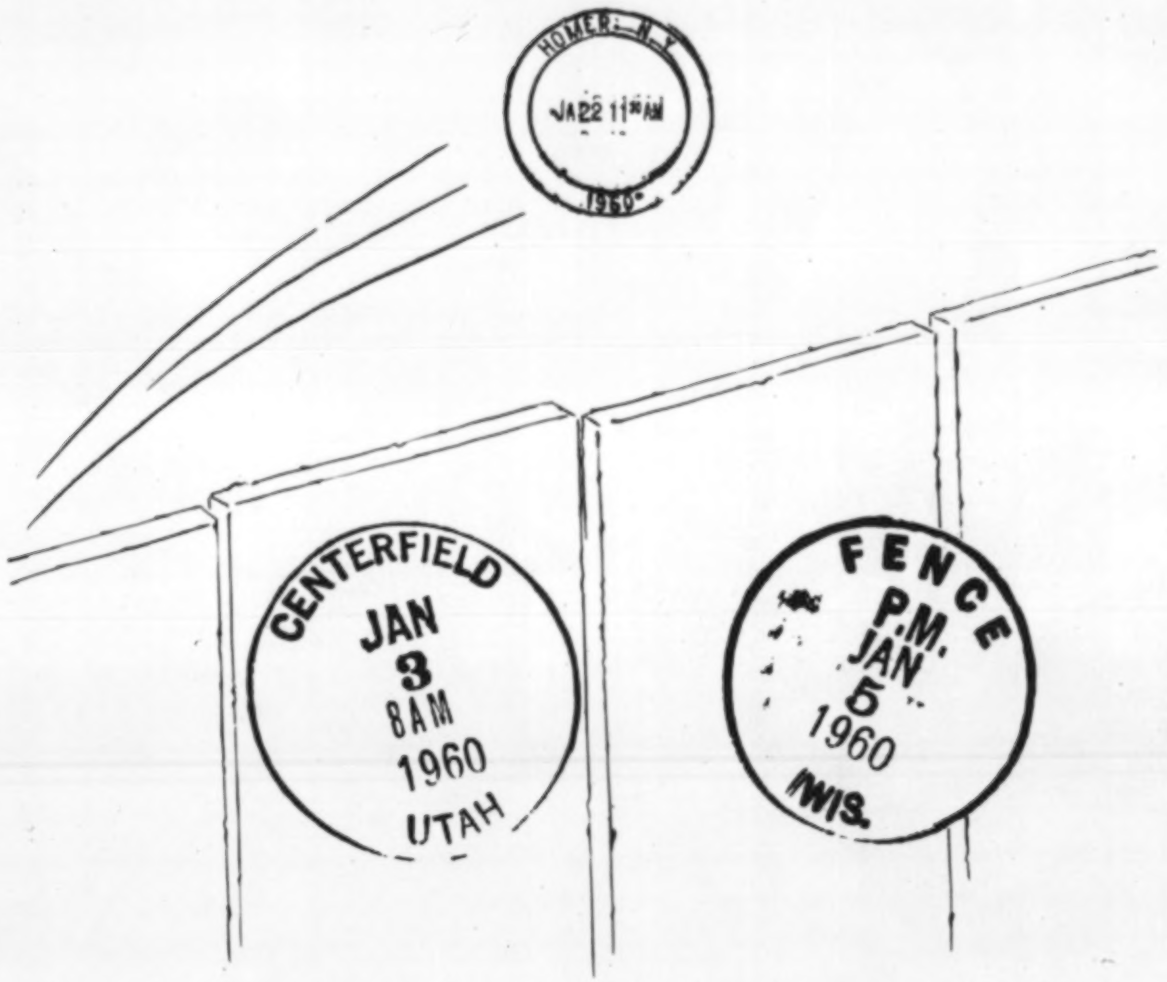
Biddle Promotes Cove

Biddle Advertising, Chicago, has appointed Wesley E. Cove, account executive, to head its new ethical pharmaceutical division. Prior to joining Biddle recently, Mr. Cove was an account executive and creative director of Harry C. Phibbs Advertising Co., Chicago.


"Planters Peanut Oil and I will make you a better cook!"

CONTEST CHEF—*This color page in the October issue of Good Housekeeping, Gourmet, Sunset and The New Yorker, launches a consume contest for Planters peanut o Don Kemper Co. is the agency f Planters Nut & Chocolate Co., Ne York.*

The postmarks are actual reproductions


HOMER, N.Y.
JA22 11 AM
1960
CENTERFIELD
JAN
3
8 AM
1960
UTAH
FENCE
P.M.
JAN
5
1960
WIS.

Grit goes to bat for you in 16,000 small towns to help provide balanced national coverage

In major-league cities, the metropolitan-minded mass magazines give you solid coverage. But in 16,000 small towns coast to coast it's a different story. Here the mass magazines thin out . . . and Grit fills in to provide *balanced national coverage*. Keep Grit on your schedule this season. In terms of total marketing success, you can't get to first base without it.

GRIT

Grit Publishing Co., Williamsport, Pa. • Represented by Scolaro, Meeker & Scott, Inc. in New York, Chicago, Detroit, Philadelphia; and by Doyle & Hawley, Inc., in Los Angeles and San Francisco

North Shore Frogmen's Association, Pigeon Cove, Mass.–by Alfred Eisenstaedt

Sport
brings out
the best
in
people

SPORTS
ILLUSTRATED

—and Sports Illustrated

brings out the best of people, nearly 950,000 of them every week.

They are able enough to make an excellent living 5 days a week and sensible enough to enjoy it on the other 2 days. Their enthusiasm for the active life has made sport the smart thing to do and know about these days. Brought on the boat boom. Boosted foreign car sales from a few thousand to more than half a million. Spurred the move out of the cities to the suburbs. Sparked new sports like water-skiing and skin-diving (while bumping football, baseball, basketball attendance to new highs). Doubled SPORTS ILLUSTRATED's circulation, and helped to increase its advertising revenue five-fold in only six years.

Active people make active markets

Along the Media Path

Ladies' Home Journal will sponsor its 7th "Creative Retail Salesman of the Year" contest in conjunction with the National Appliance & Radio TV Dealers Assn., which began Sept. 1 and will close Nov. 30. The appliance-radio-tv retail salesman submitting the best all-around creative selling idea in the contest will receive $500 in cash, a silver plaque and an all-expense paid trip to Chicago. Winner will be announced at the annual NARDA convention in Chicago next January.

- Construction of new studios and offices in its present building, plus refacing of the street sides of the structure, has been started by **WCCO**, Minneapolis. Completion is expected by Jan. 1.

- A survey of food operations, including number of people served each day by employe food facilities, expenditures by food category and by various categories of operating supplies, has been published by **Inplant Food Management**. Copies are available from *Inplant Food Management*, 71 Vanderbilt Ave., New York 17.

- The **Philadelphia Daily News** ran a page ad in the Aug. 12 issue of the **Philadelphia Inquirer** to report it had gained 1,000 advertising pages in 1959 and 1,000 more in 1960, for a total of 2,000,000 additional lines in two years.

- **KMA**, Shenandoah, Ia., ran a 24-page special supplement in the Aug. 12 issue of the **Shenandoah Evening Sentinel** to mark its 35th anniversary.

- **WFBM-TV**, Indianapolis, has completed its first television tape clinic, during which station manager Don Menke demonstrated the facility of tape and the dependability of the machines to some 75 advertisers, agency personnel and other guests.

- In a major effort to demonstrate the power of national spot tv to sell automobiles, the **Katz Agency**, station representative, is currently delivering hand-tailored presentations to each of the principal automobile makers. Thus far presentations have been made by Halsey Barret, director of television sales development, and William Joyce of Katz' Detroit office, to key marketing executives at Ford, Dodge and General Motors, and to their agencies.

- **El Diario de Nueva York**, New York, Spanish daily newspaper, has prepared an analysis of the gains and losses by cities of the first 50 cities in the U. S. Included with the tabulation is an analysis of the New York market. Copies of the tabulation may be obtained from Philip A. Malkin, director of advertising, *El Diario de Nueva York*, 164 Duane St., New York 13.

- A presidential poll is presently being conducted by **KTRE-TV** and **KTRE** radio, Lufkin, Tex. Listeners and viewers are asked to send in postcards, with the name of their presidential choice written on the back. They are requested to send only one card. A running tally is kept by the station and results are aired twice a week.

- The **Omaha World-Herald**, Omaha, Neb., celebrated its 75th anniversary with a special edition filled with stories on the growth of Omaha, Nebraska and the Midwest.

- An intensive campaign urging teen agers to return to high school in the fall is being conducted by **WIND**, Chicago radio station. Among the highlights of the drive will be a "back to school" contest with cash and merchandise prizes and recorded spot announcements

A SOUTHERN HABIT
FOR 155 YEARS

GRIER'S
ALMANAC

Read and Believed in by 7 Generations.
2,300,000 Circulation Audited and Verified by

★ Blankets the South from Virginia to Texas.
★ Reaches over a million RFD Boxholders.
★ Readership is intense and loyal.

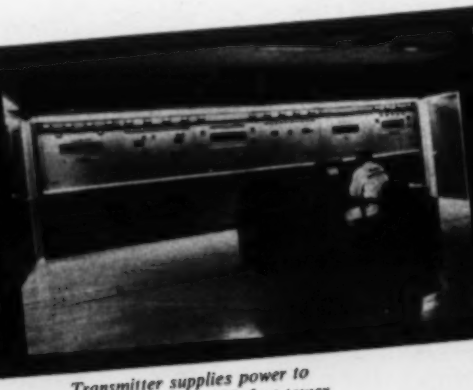
Write, wire or phone for rates, closing date and detailed information.

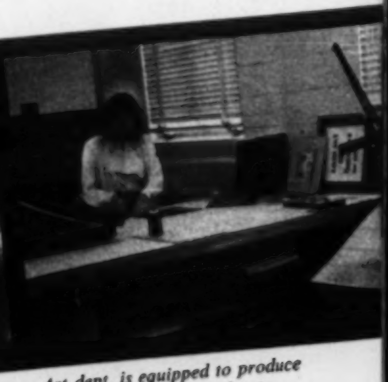
GRIER'S ALMANAC
P. O. Box 1435
Atlanta, Georgia

now, more than ever . . .
WJXT
4
WJXT

The new Broadcast House is now nearly half again as large: 40,000 sq. ft. There are two large, identical studios fully equipped with the latest video switching and transistor audio facilities. Two RCA video tape machines increase the flexibility of WJXT in producing commercial messages and local programming. From rear screen projectors to a synchronized teleprompter system to a complete kitchen . . . there's more to Florida and more to WJXT than ever before!

All master control switching is on an automatic pre-set basis.


Transmitter supplies power to antenna atop the 992 foot tower.


Art dept. is equipped to produce slides, sets, and general art.

by leaders in the fields of entertainment, business and civic affairs and sports.

• During the month of September, **KNX**, Los Angeles, will celebrate its 40th anniversary. Anniversary broadcasts will be devoted to a 40-year look into the future.

• The Westchester phone book is being used as source material for the latest promotion by **WVOX**, New Rochelle, N. Y. One of the announcements used in the promotion is "The Nixons, the Lodges, the Kennedys and the Johnsons listen to WVOX—the George Nixons of Larchmont; the Kelley Lodges of Mt. Vernon, the Walter Kennedys of New Rochelle, and the Samuel Johnsons of Yonkers."

• Effective with its August issue, **Building Supply News** had a new look, including improvements in cover design, typography and page architecture.

• To promote completion of its new 904' tower, **KHQ-TV**, Spokane, chartered a helicopter to fly for three days around the perimeter of its coverage area, dropping ping pong balls imprinted "Q-6 now from Tower Mountain—write if you see us better."

• The first complete survey since 1954 on "The Woman Who Sews" has been published by **McCall's Patterns.** Survey categories include sewing background, sewing habits, buying the fabric, buying the pattern, buying the finishing touches, sewing equipment and general classification. Additional information on the survey may be obtained from Lenore Bart, News Service Editor, McCall's Patterns, 230 Park Ave., New York 17.

• "Fall Fashion Fanfare," third in a series cf newspaper-television spectaculars, will be presented by the **Detroit Times**, Detroit, Sept. 13. That evening the *Times* will air a one-hour extravaganza on a local tv channel, in which Joan Dean, newspaper fashion editor, and Mary Morgan, tv fashion expert, will present "The Five Faces of Fashion" from 30 Detroit-area stores. The following day the *Times* will publish a special "Fall Fanfare" section.

• **WOW-TV**, Omaha, celebrated its 11th anniversary in daily commercial telecasting on Aug. 29.

• "Dynamic Oklahoma," a five-section, 128-page special edition, was published by the **Sunday Oklahoman**, Oklahoma City, Aug. 28. The section discussed problems and advantages of the Oklahoma market, and included color charts, graphs and photographs.

• The fifth annual Auto Show issue will be published by **Automotive News** on Oct. 10. The issue will

There's more to Florida

There's WJXT in Jacksonville, with greatly expanded facilities to put you in the swim of a booming market! The building is completely new—but the overwhelming lead in coverage is an old story. WJXT reaches 65 vs only 39 counties in the Northeast Florida-South Georgia region . . . and goes on to capture thundering rating leads every month.

WJXT 4

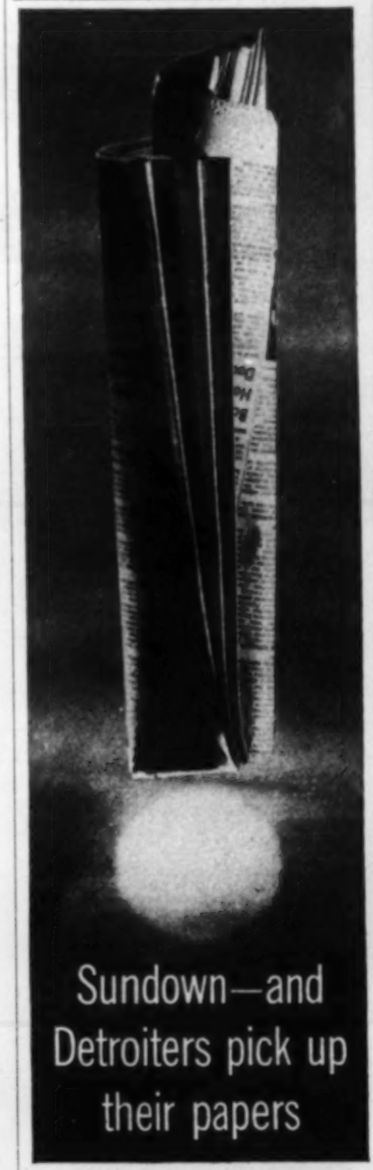
JACKSONVILLE, FLORIDA

Represented by CBS Television Spot Sales

Operated by The Washington Post Broadcast Division
WJXT *Channel 4, Jacksonville, Florida*
WTOP *Radio, Washington, D. C.*
WTOP-TV *Channel 9, Washington, D. C.*

WJXT newsroom matches CBS coverage with thorough local reporting.

Two RCA video tape machines offer facilities for recording or playback.



Sundown—and Detroiters pick up their papers

Total metropolitan household coverage of both evening papers: 70.5%

Any other combination comes to no more than 58.1%

Only with both Detroit evening papers do you get 70.5% of the metropolitan-area families—and at the lowest combination rate! Even more impressive: 234,333 families in the metropolitan area read the TIMES exclusively (130,889 more than Detroit's morning paper*). And 83% of the metropolitan-area families who read the TIMES get home delivery! Clearly enough, selling potential customers through the TIMES is a habit worth cultivating.

*Detroit News 5th Quinquennial Survey

KEEP YOUR EYE ON THE TIMES

Detroit Times

Represented nationally by
HEARST ADVERTISING SERVICE INC.

Along the Media Path . . .

include photos and data, including prices and specifications, on every 1961 American auto, details on new truck models, role of industry suppliers; styling and engineering developments, plus advertising news on each make.

Francois
Lytle
Barnwell

CONTEST WINNER—*When AC Spark Plug distributors were asked to guess how much Farm Journal subscribers spend annually on spark plugs, R. B. "Bud" Lytle, sales manager of Joynt Automotive Co., Alma, Mich., came within $2,545 of the actual figure of $13,835,000 and won the Remington shotgun prize. Contest was a tie-in with AC Spark Plug ad campaign in the Farm Journal. Pictured with Mr. Lytle are E. H. Francois, AC general sales manager, and Jim Barnwell, space salesman for the Farm Journal's Detroit office.*

• On Aug. 21, the **Minneapolis Star** and **Tribune** published their 1,000,000th want ad of 1960, marking the 15th consecutive year that the *Star* and *Tribune* have published more than 1,000,000 want ads.

• **True** has published a survey on men's apparel, which covers type of clothing owned, prices paid, and where clothing was purchased. The report gives information on 19 major categories, including regular men's wear, sports items, jewelry and work clothes.

• A record crowd of 45,000 (mostly children) jammed the Toledo zoo on Aug. 16 to join with **WTOL-TV**, Toledo, to nominate Huckleberry Hound third-party choice for President, Yogi Bear Vice-President and Quick Draw McGraw for secretary of defense. An automatic voting machine gave parents an opportunity to refamiliarize themselves with the mechanics of casting a Presidential vote and children a chance to vote for Huckleberry Hound.

• **Sunset Magazine** will carry its first four-color editorial insert on special paper in September. The 12-page insert will consist of 12 actual pages from its "Sunset Cook Book," which is scheduled for publication Oct. 21.

• **Sports Age** has instituted a "Karting News" section, effective with its August issue, which devotes editorial space to manufacturers' news items and photographs of new products. The special section, which is open to manufacturers' advertising, in addition to the August issue, will be featured in the November, February and May *Sports Age* issues.

• A 16-page special "Food News" section was published by the **Cincinnati Enquirer** Aug. 25. The special section featured recipes and cooking suggestions.

• **Automatic Control Magazine** will publish, with its November issue, what it terms the first "Control Applications Guide" ever published. Organized to classify and pinpoint the multiplicity of various phases of the control field, the guide will incorporate an alphabetical listing of control components, equipment, instruments, sub-system elements, and packaged systems for use in wholly integrated control systems. Names and addresses of manufacturers will be identified under the products.

• The seventh annual freedom edition of the **Ambler Gazette**, Ambler, Pa., published Sept. 1, saluted Maida, Italy. One thousand additional copies of the special edition were printed in Italian and will be shipped to Maida Sept. 13. This marked the third bi-lingual edition to be published by the *Gazette* and sent to a particular foreign town.

• Choice of any pearl jewelry in Cartier's or Tiffany's—up to $500—will be first prize in the "Pearls of Wisdom" contest, sponsored by **Metro Sunday Comics.** Contestants must write their reasons for including Metro Sunday Comics on the schedule of any of their clients. The contest is open to agency personnel or client organization personnel.

• The first copy of the European edition of **Newsweek,** published in England for circulation to 65,000 readers in Britain, Western Europe, the Middle East and Africa, was carried aboard a British Overseas Airways Rolls-Royce 707 jet airliner to commemorate BOAC's participation in what is said to be the fastest publishing schedule of any international magazine in the world.

• **Department of New Laurels:**

During the first three quarters of 1960 **Scientific American** carried a record 1,100 advertising pages, a 6.8% gain over the 1,030 pages carried during the like period last year.

Gentlemen's Quarterly carried 441 advertising pages in the first six issues of 1960, a gain of 58 pages over the same period in 1959.

Total advertising volume of 404 pages of the **SPE Journal,** official publication of the Society of Plastics Engineers, for the first eight months of 1960 shows an increase of 44.3% over the comparable 1959 period.

Fortune carried 1,640 advertising pages in the first nine months of 1960, an 18% increase over the 1,389 pages carried in the corresponding months of 1959.

Advertising linage for the first nine months of 1960 for **McCall's** came to 3,108 columns, a 41.7% increase over the previous 1959 period. Advertising revenue of $21,206,000 showed a 53.2% gain over the first three quarters in 1959. #

Ampex Sets Franchise Plan

Ampex Corp., Redwood City, Cal., has inaugurated a distributor franchising program. Industrial distributors will be franchised to handle Ampex industrial magnetic tapes, including instrumentation, computer, professional audio and video tapes. Tape products for the home will be handled by franchised consumer distributors.

Pick Up a Cool Billion Dollars in Fort Wayne

FORT WAYNE
Indiana
Ohio
INDIANA

INDIANA'S 15 COUNTY GOLDEN ZONE MARKET NOW HAS 618,200 POPULATION

The effective, economical way to present your sales message to this big audience is in The News-Sentinel and The Journal-Gazette.

C. S. I. JUMPS TO $1,191,099,000

Purchasing power of the 15 county area has kept pace with its population explosion. New figures peg consumer spendable income at well over a billion dollars.

SALES FIGURES SOAR

Retail Sales	$775,826,000
Food Sales	$157,978,000
Drug Sales	$ 20,337,000
General Mdse. Sales	$ 73,227,000
Auto Sales	$143,922,000

(All Figures SRDS 7-15-60)

FORT WAYNE NEWSPAPERS, INC., Agent

The News-Sentinel • THE JOURNAL-GAZETTE

Represented by Allen-Klapp Co.—New York—Chicago—Detroit—San Francisco

THE QUALITY TOUCH

Precision metals and precious jewels. But it also takes that "quality touch" of a master watchmaker to create such a perfect blending of balance and motion.

Similarly, it takes far more than facilities to achieve that quality atmosphere so vital to good broadcasting and telecasting practices.

WFAA
TELEVISION abc
RADIO abc/nbc • DALLAS

Serving the greater DALLAS-FORT WORTH market

BROADCAST SERVICES OF THE DALLAS MORNING NEWS

Represented by Edward Petry & Co., Inc. The Original Station Representative

WTRF-TV STORY BOARD

This heartwarming story is about a boy who was born on the lower East Side of New York of poverty-stricken immigrant parents. He grew up, married the girl next door and had seven children. For years he struggled and all at once his luck changed. He became tremendously wealthy, owned steel mills, oil refineries and railroads. He had a home in Miami, a villa on the Riviera, an estate in Rome. But he never forgot . . . every year he goes back to the lower East Side, just to visit his wife and children!
"Starsview 7" wtrf-tv

Needham: "I've always said a woman's physical charms are her chief weapons in the battle of love."
Cyril: "Well, some of them will never be arrested for carrying concealed weapons."
wtrf-tv "Starsview 7"

She was only a dentist's daughter but she ran around with the worst set in town.
"Starsview 7" wtrf-tv

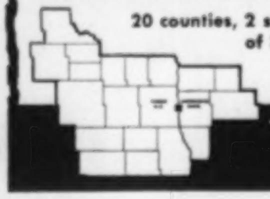
SOFT SELL! Preacher to organist . . . "And when I get through with my sermon, I'll ask those of the congregation who want to contribute $5 toward the mortgage to stand up. In the meantime, you play appropriate music, "The Star Spangled Banner."
wtrf-tv "Starsview 7"

SURE SELL! WTRF-TV *sells* for 7,500 retail outlets . . . sells your products or services to the folks in the rich and busy Wheeling-Steubenville Industrial Ohio Valley. George P. Hollingbery has the whole story on how the Industrial Ohio Valley is SOLD FROM WHEELING by WTRF-TV.

CHANNEL SEVEN • WHEELING, WEST VIRGINIA

IS SHE LEANING YOUR WAY?

Young & Rubicam, ***Advertising***



mixes **Go Far in Fargo!**

Leading flours, mixes and baking products are advertised in The Forum to GO FAR in FARGO

Only the Fargo Forum sells ⅓ of North Dakota + western Minnesota + the largest metropolitan market between Minneapolis and Spokane!

The Forum reaches 3 out of 5 families in this 20-county market, 9 out of 10 in the Fargo-Moorhead metropolitan market (compared to only 8% coverage by any Minneapolis daily). Now a SRDS additional standard metro area, Fargo is *still 1st* in the nation in retail sales per household.

20 counties, 2 states, but only one market of 315,100 people, solidly sold by one newspaper!

THE FARGO FORUM Moorhead News

Largest circulation in North Dakota & western Minnesota

Represented by Kelly Smith Company

FARGO

RAB Replies to Detractors Via 'Answer Pack'

New York, Sept. 7—Convinced that a conversational stopper can sometimes clinch an important sale, the Radio Advertising Bureau is providing its member stations experience-tested comebacks for some familiar arguments against advertising and/or radio advertising:

No. 1: The man who thinks advertising is unnecessary:

Customer: We don't need to advertise—everybody in town knows us. Why should we waste the money?

Salesman: Everybody knows Kennedy and Nixon, too, but they're both advertising and campaigning in all 50 states. The reason? Competition. As long as you don't have a monopoly on every customer in town, you need to advertise.

No. 2: The advertiser who "can't afford it."

Customer: I can't afford it.

Salesman: The one thing you can't afford right now is to stop advertising. If your budget is limited, spend it where the cost-per-1,000 is lowest, and that's radio.

No. 3: The customer who doesn't like the station's programming, whether it's Bach or the big beat.

Customer: I can't stand the kind of music your station plays.

Salesman: Do you want to reach yourself, with your advertising, or your customers? Many of your customers like our kind of music. Look at it this way. Although T-bone steak may be your favorite dish, you don't bait your hook with it when you go fishing. You provide the bait that's more appealing to the fish. In other words, while you may disagree with the musical tastes of our listeners, you can't argue with their buying power.

■ Objections the RAB proposes to tackle next include: "My budget's already spent"; "We're doing all the business we want right now"; "I tried radio five years ago." #

Tender Touch

NEW PRODUCT—*This is part of a tv film commercial that Helene Curtis Industries, Chicago, will run on CBS beginning in October to introduce its new bath oil, Tender Touch. Edward H. Weiss & Co., Chicago, is the agency.*

Kal Kan Augments Newspaper Drive with TV Spot Jingle

Kal Kan Foods, Los Angeles, has launched a six-week tv spot campaign in Los Angeles and San Diego for its newest products, Kal Kan Meat Rounds, and Kal Kan Chicken Rounds, for pets, through its agency, Fuller & Smith & Ross. The spots will augment the current newspaper campaign in more than 100 Southern California daily and weekly newspapers. The total ad budget for the introductory drive on the new product is in excess of $100,000. The spots, all 20-second, are animated and utilize the bouncing ball technique of audience participation community sings, with a bouncing meatball keeping the beat to these lyrics:

Finally a pet food that pours,
Shaped like a meatball to end all your chores.
The complete pet diet for cats and hounds,
Brand new Kal Kan All-Year Rounds.

Ghana Section in 'N.Y. Times'

The Republic of Ghana will be the first of the independent African nations to promote itself in a special supplement in the *New York Times*. The supplement, to appear Sept. 11, will also be carried in the first *New York Times* international edition. Zlowe Co., New York, handled the supplement, which may be the first of extensive advertising by the Ghana government in American newspapers.

New 93-county Pulse confirms historic fact of WHO's impact in farm homes!

WHO Radio coverage area is America's 14th largest radio market!

EACH year since 1938 the "Iowa Radio Audience Survey" has proved 50,000-Watt WHO Radio to be the great favorite of Iowa farm radio families. Listenership of our Farm News programs has always topped those of the next *two, three or four stations combined!*

1960 is no exception! Proof is in the new 93-County Area* Pulse Survey which covered an area served by more than 85 radio stations.

WHO Radio farm ratings are phenomenal during the periods when farm families listen *most* to radio (6 a.m.-8:30 a.m., Noon-1:30 p.m., 5:30 p.m.-7:00 p.m. — Monday through Saturday). For example, WHO Radio's share of farm homes using radio exceeds that of the next *three* stations combined in 70% of all quarter hours surveyed. It exceeds that of the next *two* stations combined in *all* quarter hours.

But the farm radio audience accounts for only 28.4% of all homes reached by 50,000-Watt WHO Radio in this tremendous 93-county area. WHO Radio's showing among urban radio families is equally spectacular.

Ask your PGW Colonel about all the up-to-date facts on WHO Radio — serving America's 14th largest radio market!

*This area includes 68% (93 of 137) of the counties in which WHO Radio has 10% or more NCS No. 2 penetration.

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company,
which also owns and operates
WHO-TV, Des Moines; WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *Representatives*

THERE CAN BE ONLY ONE FIRST! IN HOUSTON IT'S THE HOUSTON POST DAILY AND SUNDAY IN NET PAID ABC TOTAL CIRCULATION

DON'T BE MISLED—HERE ARE THE FACTS:

	Daily		Sunday
POST	215,063 (Monday-Saturday 6-day average)		232,101
Chronicle	199,128 (Monday-Friday 5-day average)	185,533 (Saturday only)	226,490
Press	102,590 Monday-Friday 5-day average)	90,654 (Saturday only)	Source: ABC Publisher's Statements for 6 months ending March 31, 1960 and subject to audit

THE HOUSTON POST

THE HOUSTON POST 75th ANNIVERSARY

Houston's largest newspaper in total daily and Sunday circulation

Represented nationally by Moloney, Regan & Schmitt

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.
431 S. Dearborn St. • Chicago 5, Illinois

'Play/South,' Regional Monthly, Ready to Bow in December

Play/South, a monthly magazine with a controlled circulation of 15,000 in 12 southeastern states, will publish its first issue in December. According to the publishing company, Executive Publications Inc., Dixie Bldg., Greensboro, N.C., the magazine will cover editorially resorts and recreational areas in the South. It will be directed at a circulation group of business executives earning "between $15,000 and $35,000 annually."

Format of the monthly is 8¼ x 11¼", ad rates are based on $560 per b&w page. C.S. (Bill) Williams, former advertising and promotion manager of the *Greensboro News & Record*, is publisher. *Play/South* will be represented in the South by Pirnie & Brown, Atlanta; in the Northeast by Mitchell Napier, New York; in the Midwest by Martin Livergood, Chicago, and on the West Coast by Ray Watson & Associates, Los Angeles.

Wade Names Blackburn; Adds Bond Stores Account

Robert E. Blackburn, former vp of Clinton E. Frank Inc., Chicago, has joined Wade Advertising, Chicago, as creative director, effective Sept. 6.

At the same time Bond Stores, New York, has appointed Wade to handle its West Coast advertising, effective Sept. 12. McCann-Erickson presently handles the account.

General Outdoor
COOK-OUT TIME!
Van Camp's
PORK BEANS
Frostie
CITY PRODUCTS ICE
24 HOURS

FOUR IN ONE—*Four advertisers are using one poster in an unusual outdoor promotion in the St. Louis area via General Outdoor Advertising Co. The "Cook-Out Time" promotion advertisers are Hunter Packing Co.; Stokely Van-Camp; Frostie root beer, and City Ice products.*

CLAIM

Nielsen Station Index is your best source of station audience facts

PROOF

Proof of this claim is yours for the asking. It is a fact-filled visual demonstration of Nielsen sampling, data gathering, and checking and control procedures, from which we believe you will see that...

NSI® *is the only validated source of station audience facts available today... providing reliable information for broadcast advertising decisions*

Nielsen Station Index

a service of A. C. Nielsen Company

2101 Howard Street, Chicago 45, Illinois • HOllycourt 5-4400

FOR ALL THE FACTS
CALL . . . WIRE . . . OR WRITE TODAY

CHICAGO 1, ILLINOIS
360 N. Michigan Ave., FRanklin 2-3810

NEW YORK 22, NEW YORK
575 Lexington Ave., MUrray Hill 8-1020

MENLO PARK, CALIFORNIA
70 Willow Road, DAvenport 5-0021

0749

American Motors Plans $11,000,000 Expansion Project

DETROIT, Sept. 7—Although American Motors expects to go in for 1961 plant expansion costing $11,000,000, it will stay lean and economical in operations and profit.

The first of the American automobile makers to talk about its 1961 plans, the company boasts of high utilization of its dollar investment in property, plants and equipment and says it will continue to do so.

Roy D. Chapin Jr., exec vp, told a group of auto writers that American Motors got $16 worth of sales for every $1 of its stock invested in plants, property and equipment, while the comparable figure for General Motors, Ford and Chrysler was about $4 each.

"In terms of net profit per dollar of property, plants and equipment for 1959, we earned 87¢," Mr. Chapin said. "GM and Ford each earned about 30¢ and Chrysler less than 1¢."

■ American Motors has cited an increasing trend on the part of auto buyers to trade for Ramblers, and takes this as a weather vane in making estimates of total sales gains up to 22% for 1961. Mr. Chapin said trade-ins on Ramblers a year ago were 16.3% Chevrolets, 14.5% Fords and 9.4% Plymouths. Early this summer, with spring sales in, these figures increased to 18.8% Chevrolets, 15.6% Fords, and 10.1% Plymouths.

American Motors expects compact car sales to reach 50% of the industry late in 1961, and predicted that Rambler will continue to prosper under increased competition from added new compact models.

The company talked about its newly-styled American, which is really small, on a 100" wheel base, and has been changed markedly in appearance to more resemble the large American Motors cars. This is the first complete restyling for the little Rambler in 10 years. Its dimension changes will make it the smallest of all U.S.-built cars.

Two Gregg Publishing Books Boost Rates

Business Education World and *Today's Secretary* have announced new ad rates, effective with their January, 1961, issues. The b&w page rate for *Business Education World* will be increased from $345 to $375. The magazine said increases were due to "sharply increased publishing costs such as paper, printing, postage and related items." *Today's Secretary*, which also cited higher publishing expenses, will increase its b&w page rate from $660 to $750, and will boost its circulation rate base from 140,000 to 150,000. Both magazines are published by Gregg Publishing division of McGraw-Hill, New York.

How to get RETAIL TIE-INS by the millions

There is a powerful incentive for retailers to give their merchandising and advertising support to your product when you launch a strong advertising campaign that is built around FIRST 3 MARKETS GROUP in the rich Industrial North and East. First 3's magazines are a favorite medium of Retailers for their own regular advertising schedules.

Competition for dealer cooperation as well as for the consumer's attention to an advertising message is understandably keenest in the three largest and most profitable markets of the area — New York, Chicago and Philadelphia. In these three far-above-average markets which account for 19% of total U. S. Effective Buying Income, the family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out. As the dominant advertising medium in these three leading markets, there is no substitute for FIRST 3 MARKETS' solid 55% COVERAGE of all families.

In addition, First 3's "Sunday Punch" circulation of over 5,600,000 reaches over half the families in 1,137 cities and towns, which produce one fourth of total U. S. Retail Sales.

To make your advertising sell *more* where *more* is sold . . . it's FIRST 3 FIRST!

THE GROUP WITH THE SUNDAY PUNCH

FIRST 3
MARKETS GROUP

ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine
Chicago Sunday Tribune Magazine
Philadelphia Sunday Inquirer "Today" Magazine

NEW YORK 17, N.Y., News Building, 220 East 42nd Street, MUrray Hill 7-4894 • **CHICAGO** 11, Ill., Tribune Tower, SUperior 7-0043 • **SAN FRANCISCO** 4, Calif., 155 Montgomery Street, GArfield 1-7946 • **LOS ANGELES** 5, Calif., 3460 Wilshire Boulevard, DUnkirk 5-3557

THE BUILDING BOOM IS ON AT NEWSSTANDS, TOO

And the new American Home is what's building... building newsstand gains faster than almost any other magazine. Month after month sales soar 40%, 20%, 32% above last year. Why? Simply because American Home devotes more of its pages to building, remodeling, decorating, home equipment and meal planning than any other mass magazine... and does all this in the most imaginative way ever devised.

Advertisers are buying the new American Home, too. Just take the building-material field as an example. New and renewed tenants include such blue-chip companies as these:

AMERICAN-STANDARD • CELOTEX • WEYERHAEUSER • NATIONAL GYPSUM • ALCOA • MASONITE • CRANE • ARMSTRONG • U.S. GYPSUM • U.S. STEEL • WEST COAST LUMBERMEN'S • ALUMINIUM LTD. • U.S. PLYWOOD • KOHLER • LIBBEY-OWENS-FORD • NATIONAL OAK FLOORING • BIRD • REYNOLDS • BRIGGS • E. L. BRUCE • GEORGIA PACIFIC • WESTERN PINE • DOUGLAS FIR PLYWOOD • ANDERSEN • RHEEM • AND MANY OTHERS

A CURTIS MAGAZINE READ BY 12,000,000 MEN AND WOMEN WITH A CONSUMING INTEREST IN THE HOME.

AMERICAN HOME

MAN SLANT: This spread from a recent issue is part of an information-packed 31-page section on home improvement. A beautiful example of why the new American Home has a strong appeal for the man in the family, too.

QUINCY, ILL.

HUB OF AN ISOLATED TRI-STATE MARKET

Qualifies as a Major Midwest Test Market

QUINCY IS A VERY IMPORTANT FOOD MARKET. The new Kroger (16,800 sq. ft.) and National Food (18,000 sq. ft.) Super Markets in Quincy's recently opened 29-unit Casto Shopping Center make the Quincy Market TOPS for these great companies in the central midwest (exclusive of metropolitan St. Louis).

IOWA
ILLINOIS
QUINCY
MISSOURI

ONE NEWSPAPER WIDE

THE QUINCY HERALD-WHIG

HAL CULP, Advertising Manager • Phone BA 3-5100

Member St. Louis and Interurbia Group

"Represented by the John Budd Co."

50,111 ABC CITY ZONE POPULATION

Blue Chip Stamp Sued by Unsatisfied Stamp Saver

Blue Chip Stamp Co., San Francisco, now embroiled in a hassle in which Southern California gasoline stations are "rebelling" against the gift of stamps to their customers (AA, Aug. 15), has been sued for $50,000. Dr. Richard Snyder, a Burlingame surgeon, has started suit in Alameda superior court charging that a "safety step stool" purchased with stamps from the company was not safe.

The suit claims that the stool was warranted to support 1,000 lbs. but that when the 155 lb. surgeon stepped on it last Sept. 7 it collapsed and his right leg was ripped by one of the supports.

AMA Forms Foundation for Management Research

The American Management Assn. has established the American Foundation for Management Research Inc., a non-profit foundation to conduct and sponsor research in the field of management. The AMA has made an initial grant of $55,000 to the foundation and plans to give another $90,000 in the next 12 months. Robert F. Steadman, the AMA's vp for management research, has been named president of the foundation.

Sanders Joins 'SEP'

Ralph T. Sanders, formerly with Meredith Publishing Co., has joined the trade relations staff of *The Saturday Evening Post*, New York.

Posthorn to 'Fortune'

Stanley Posthorn, formerly with Schwab, Beatty & Porter, has joined the promotion department of *Fortune*, New York.

Ziv-UA Reports 86 5-Year Users; 3 10-Year Veterans

NEW YORK, Sept. 6—Ziv-United Artists TV Co. has chalked up an enviable record on its sponsor longevity scorecard, for 36 companies, which have bought Ziv-UA shows for the past seven consecutive years or more, are joining the tv film distributor's roster again for the 1960-'61 season. A total of 86 Ziv-UA sponsors with records of five years running are staying on this season; three of these have tenure of ten years or more.

Leading the list of longtime advertisers is Sealtest Foods, which began its Ziv-UA association with "Cisco Kid" in 1950 and is sponsoring the distributor's "Bat Masterson" on NBC-TV this season.

Other oldtimers on Ziv-UA's list include Ford dealers, now sponsoring "Sea Hunt," "This Man Dawson," "Home Run Derby" and "Tombstone Territory"; Wiedemann Brewing Co., now buying "This Man Dawson"; Holsum bread, buying "Tombstone Territory," "Lock Up" and "Sea Hunt"; General Electric, sponsoring "Lock Up" and "Home Run Derby"; International Harvester, with "Home Run Derby"; Phillips Petroleum, with "This Man Dawson" and "Lock Up," and Heinke & Pillott Supermarkets, buying "Lock Up."

▪ For the 1960-'61 season, Ziv-UA has sold its "Case of the Dangerous Robin" in 126 markets to date. Brown & Williamson Tobacco Corp. recently added Chicago, Washington, Rochester, and Lexington, Ky., to its list of markets for "Robin." #

Jordan, Sieber Adds 2 Accounts, Promotes Gene Watters

Ives-Cameron Co., ethical drug division of American Home Products Corp., has named Jordan, Sieber & Corbett, New York and Chicago, to handle its advertising, effective Jan. 1. Lewis & Gilman, Philadelphia, is the present agency. Lakeside Laboratories, Milwaukee, ethical drug subsidiary of Colgate-Palmolive Co., has named Jordan, Sieber to handle advertising for a new diuretic. L. W. Frohlich & Co., which handles all other Lakeside advertising, was prevented from taking the Lakeside account because another client has a licensing agreement with Lakeside.

Jordan, Sieber also has named Gene B. Watters account service manager. Formerly production manager, Mr. Watters succeeds Carl Larsen, who has left the agency.

B&B Sends Turner to London as L&R-B&B Associate Director

Michael Turner, vp and account supervisor of Benton & Bowles, New York, is being sent to London as an associate director of Lambe & Robinson-Benton & Bowles, British subsidiary of B&B. Mr. Turner, who joined B&B as a researcher in 1950, will establish a merchandising department for the British agency.

Benton & Bowles will now have three of its vps in Europe. Townsend Griffin was sent to London a year ago to become resident director of L&R-B&B. George Beaumont served with the British agency from 1957 until last year, when he moved to the Dorland agency of Paris and Brussels, an affiliate of B&B.

Enjay Boosts Parkin

Enjay Chemical Co., New York, a division of Humble Oil & Refining Co., has named Robert L. Parkin as ad and sales promotion coordinator for its industrial chemicals division. He was formerly on the chemical division's marketing staff.

MORE TO COME!

PEOPLE MONEY and SALES

Florida — the fastest growing state in the nation — is racing ahead of the statisticians in every economic indice—and the *West Coast is setting the pace!*

Tampa — the hub of our 24-county sales area and where The Tampa Tribune and The Tampa Times delivers substantially 100% saturation household coverage—is now the second largest city in the state, *and is crowding Miami for top spot!*

But our coverage doesn't stop at Tampa's city limits! It reaches out—way out—delivering 52.2% average daily household coverage in 24 counties, where steadily expanding agricultural - industrial activity is creating new year 'round payrolls and year 'round buying power!

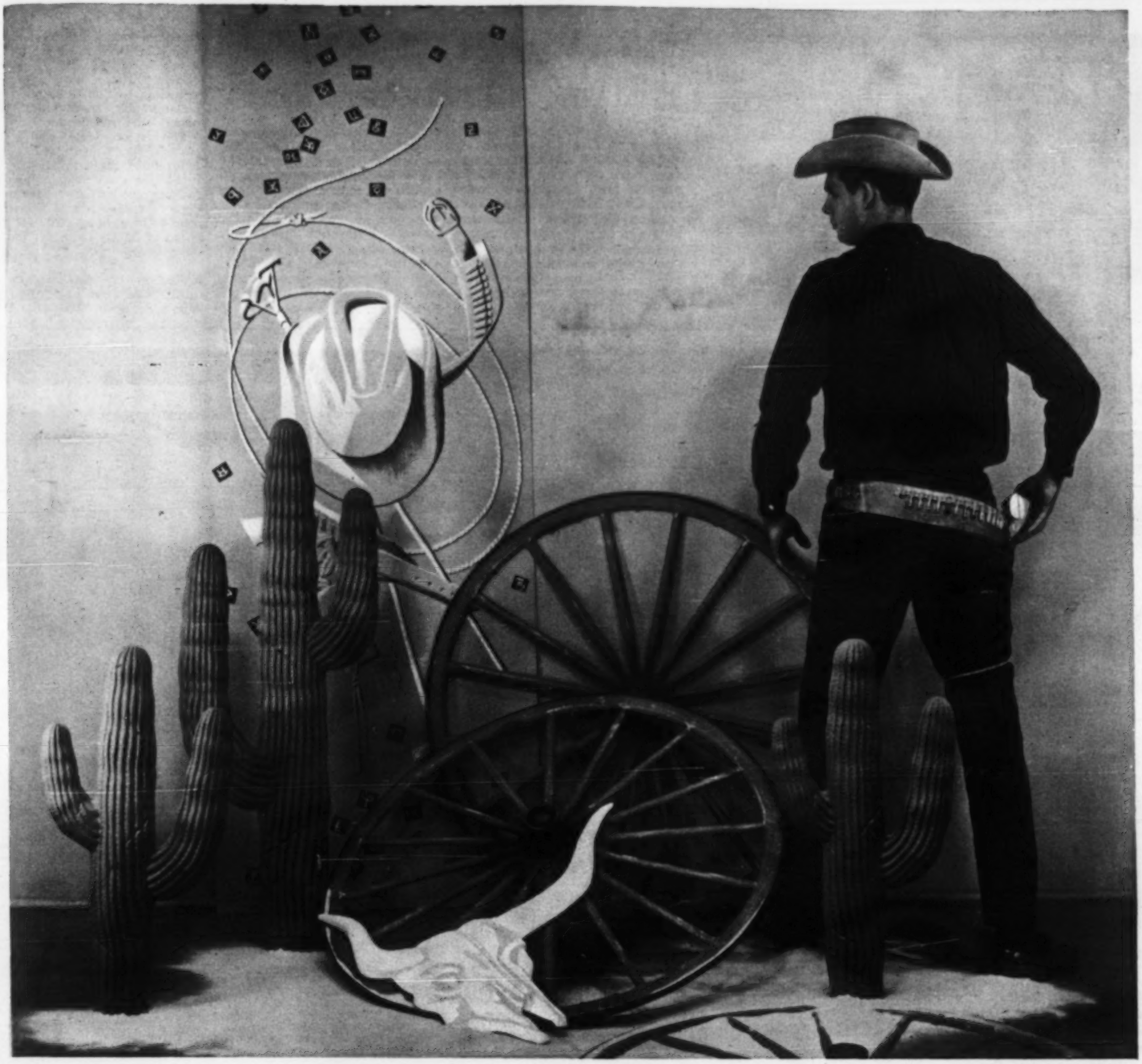
Your advertising in The Tampa Tribune and The Tampa Times at one low rate is backed by powerful and dynamic editorial, news and features — a vigorous selling force *that is believed and accepted.*

Cash in! Schedule your advertising in The Tampa Tribune and The Tampa Times.

For more facts, write us — or contact your nearest Sawyer-Ferguson-Walker office.

NO OTHER SINGLE BUY WILL GIVE YOU THIS COVERAGE...

THE TAMPA TRIBUNE
MORNING AND SUNDAY
THE TAMPA TIMES
EVENING
Represented Nationally by Sawyer-Ferguson-Walker Company



SETTING THE STAGE FOR PLASTIC SALES

The items illustrated above are not only symbolic of the early exploration of the West, but also of the pioneering of plastics processors into new forms of application. For plastic cactus and buggy wheels are but two examples of the sheet forming industry's ventures into giant thermoforming.

Through the use of large plastic sheets, the industry is producing an ever-increasing volume and variety of stage props and scenery, department store displays, indoor and outdoor signs, cement mixing pans and chutes, truck and freight car doors, wall and ceiling panels.

These developments have opened up whole new markets for millions of pounds of plastic materials, for larger machines and a long list of auxiliary equipment needed to mold, make and finish plastic products.

To set the stage for greater sales performance, your best audience is provided by MODERN PLASTICS—the dominant magazine in the field, with more editorial matter, more paid subscribers and more advertising than all other plastics publications combined.

Get the complete story. Write our nearest sales office for your copy of the new MODERN PLASTICS Market and Media Data File.

MODERN PLASTICS

A Breskin Publication—Authority of the Field for 35 Years ABP ABC

Offices: New York, 575 Madison Ave.; Cleveland, 3537 Lee Rd.;
Chicago, 620 N. Michigan Ave.; Los Angeles, 6535 Wilshire Blvd.;
Atlanta, 1722 Rhodes Haverty Bldg.

Webcor Schedules $700,000 Pre-Yule Print Push for Its Electronic Wares

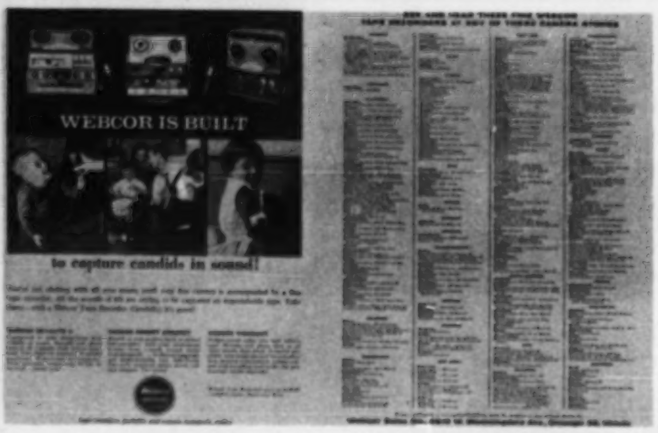
CHICAGO, Sept. 6—Webcor Inc. is backing "a new approach to advertising sound reproducing packages and components" with a $700,000 print campaign between now and the Christmas holidays.

The drive, largest in the company's history, breaks this month to introduce the company's 1961 line, which includes several new products. The copy departs from Webcor's successful "music sounds better on a Webcor" theme used for the past several years and plays heavily on the line, "Webcor is built."

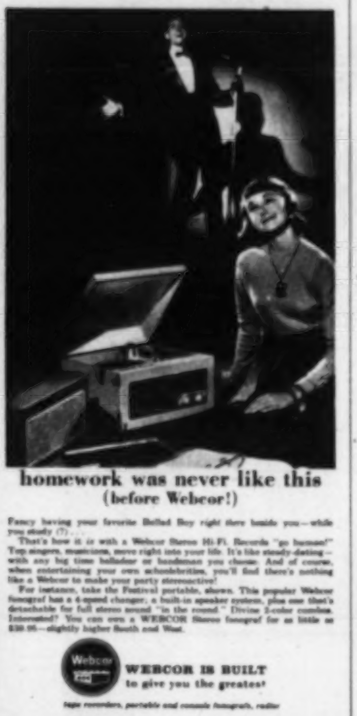
The new theme serves both as a headline in most of the ads, and as a slogan, tying into claims for each product. For example, in ads for a new Royalite tape recorder in nine magazines, the "Webcor is built" line is used with a subhead "to capture snapshots in sound." For a new six-transistor pocket radio an ad in *Sports Illustrated* reads, "Webcor is built—smaller than your wallet (and it takes so little out)." The theme carries through with appropriate subheads for phonographs, stereo phonographs, combination radio-phono and other products.

The art technique also is a departure for Webcor. All ads are two-picture layouts, the top picture being a detailed product photo against a dark background. Under it the second illustration consists of a human interest action photo of family members enjoying the product.

■ Ads, mostly b&w, will be one-third page, one-half page, page and spreads in *Coronet*, *Ebony*,


WEBCOR IS BUILT
to capture candids in sound!

CANDID—*This spread, scheduled for the November Modern Photography, shows three photo themes used in the series of ads by Webcor in an extensive magazine drive.*



homework was never like this
(before Webcor!)

Fancy having your favorite Ballad Boy right there beside you—while you study (?)...

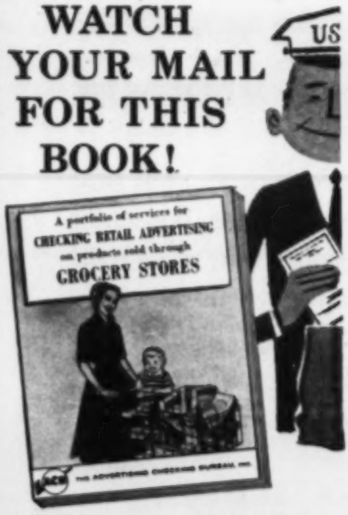
That's how it *is* with a Webcor Stereo Hi-Fi. Records "go human!" Top singers, musicians, move right into your life. It's like steady-dating—with any big time balladeer or bandsman you choose. And of course, when entertaining your own schoolebrities, you'll find there's nothing like a Webcor to make your party stereoactive!

For instance, take the Festival portable, shown. This popular Webcor fonograf has a 4-speed changer, a built-in speaker system, plus one that's detachable for full stereo sound "in the round." Divine 2-color combos. Interested? You can own a WEBCOR Stereo fonograf for as little as $39.95—slightly higher South and West.

WEBCOR IS BUILT
to give you the greatest

tape recorders, portable and console fonografs, radios

HOMEWORK—*This two-thirds page ad to run in Senior Scholastic Nov. 30 is typical of several ads promoting phonographs to the teen market and departs somewhat from the main campaign theme.*


If your products are sold through retail food stores—

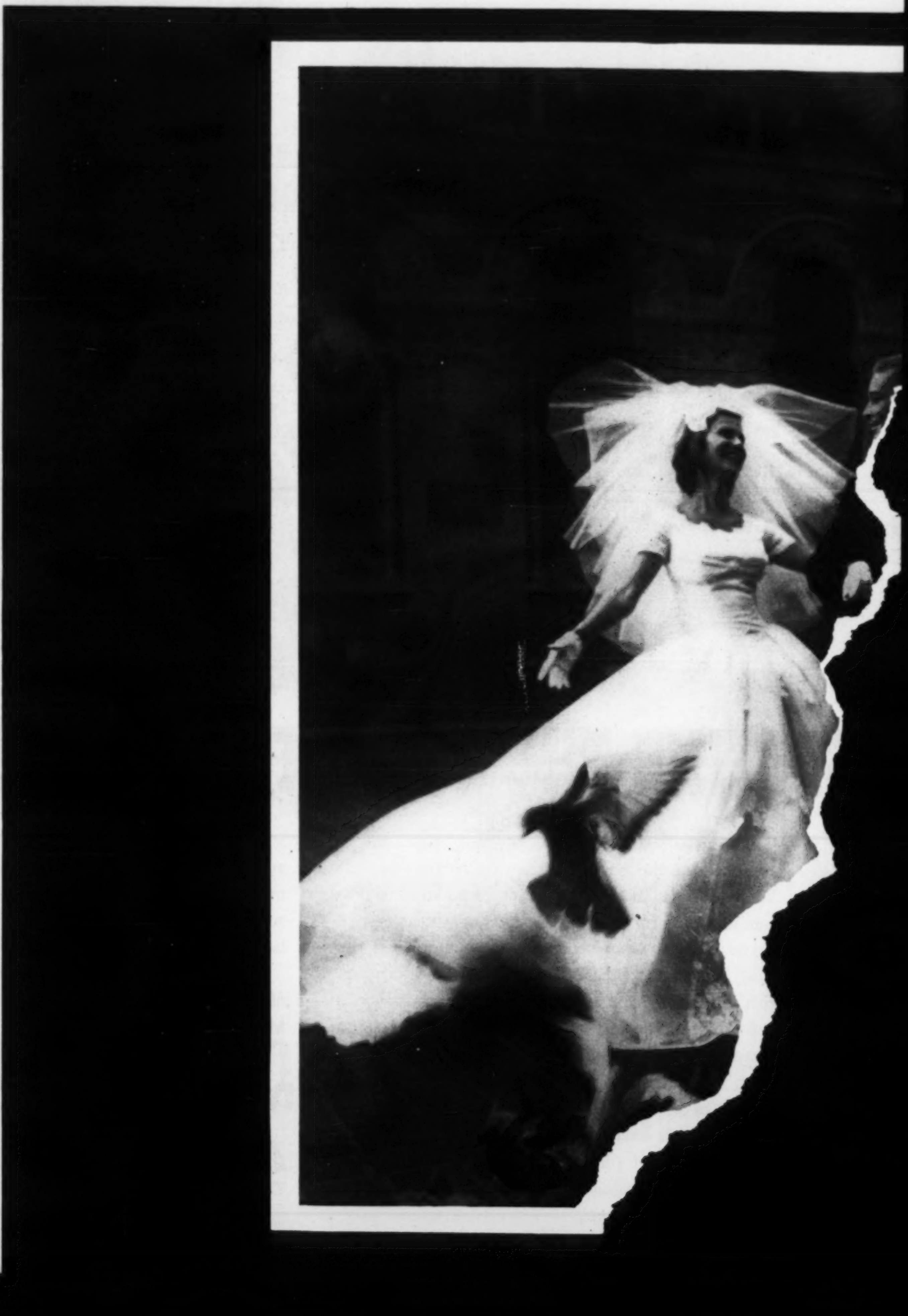
WATCH YOUR MAIL FOR THIS BOOK!

US
A portfolio of services for
CHECKING RETAIL ADVERTISING
on products sold through
GROCERY STORES
ACB
THE ADVERTISING CHECKING BUREAU, INC.

This 24-page book describes ACB services that help you in the control and better use of retail food store promotions. Discusses all 3 types of co-op advertising plans and non-plan as well.

This book mailed Sept. 15 to all names on our lists. If we have missed you (or you think we might) send postcard and we will mail a copy immediately.

Advertising Checking Bureau,
18 S. Michigan Ave., Chicago 3.



Esquire, Fortune, Holiday, Modern Photography, Newsweek, The New Yorker, Popular Photography, The Saturday Evening Post, Senior Scholastic, Seventeen, Sports Illustrated, Sunset Magazine, Time and the *Wall Street Journal.*

New product catalog trade ads are running in *Electrical Merchandising* and *Home Furnishings Daily*. In addition, the following trade and hi-fi addict publications will carry a consistent schedule:

Billboard, Downbeat, Electronics Distribution, High Fidelity, Hi-Fi Stereo Review, Hi-Fi Tape Recording, Jobber News, Photo Dealer, P-F Reporter and *Radio Electronics Masters*. The extensive media list also includes publications directed toward educators, including *Audiovisual Instruction, Business Education World, Catholic Educator, College & University Business, Educational Screen & Audiovisual Guide, Journal of Business Education, Nation's Schools* and *NEA Journal*. Export publications including *American Exporter, Life en Espanol, Mecanica Popular* and *Vision* also will be used.

■ One divergence from the general format is the introductory campaign for the Microcorder, Webcor's new personal tape portable—a 4¼ lb. aluminum model that retails at $175. It is being kicked-off with a page in the *Wall Street Journal*, a spread in *Modern Photography* and fractional units in *Fortune* and *Popular Photography, Newsweek* and *Time*. In the *Wall Street Journal* and *Modern Photography* ads, the Microcorder is reproduced in actual size, and will be supported by Webcor dealer listings. In the copyrighted *WSJ* ad, the Microcorder is shown in an open briefcase, with the line, "You can carry this new tape recorder in your briefcase . . . and still have room for your lunch."

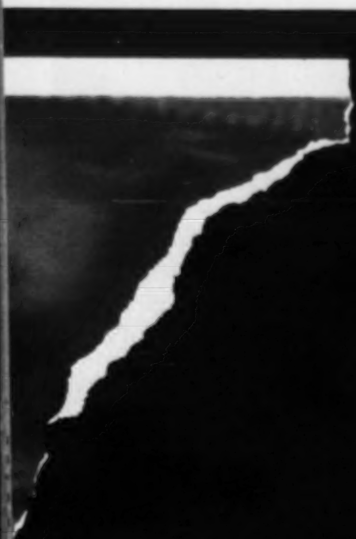
■ Finding a new approach was the challenge presented to North Advertising when it took over the Webcor account April 15 (AA, Jan. 18). The new campaign more than doubles Webcor's former annual billings of about $300,000.

George Simkowski, Webcor ad manager, presented the campaign plan to three regional distributor meetings, and he reports business written at the meetings is up 25% over last year.

Supporting the drive is an integrated merchandising program including a manual consisting of product presentations, accessories catalog, line catalogs and mailers, dealer and distributor incentive programs, a direct mail plan, radio commercials, publicity releases and other material and a mat catalog of 175 retail mats. #

WEBCOR MICROCORDER

PORTABLE—*This page ad, scheduled to appear this month in the Wall Street Journal, introduces a new Webcor Microcorder shown in actual size in the ad. Dealer listings will appear at the right.*



The better half...

Reaching more Philadelphia adults than any other station in the area is only half of the WCAU-TV picture. The other (and even better) half: WCAU-TV reaches more women more often...with 28% more quarter-hour firsts than the second station, 69% more than the third station. It's important to reach adults; it's even better to reach the half that holds the pursestrings. And throughout greater Philadelphia, people who spend the most, spend most of their time with WCAU-TV

Channel 10, Philadelphia · CBS Owned · Represented by CBS Television Spot Sales

Source: Latest ARB

FASTEST SELLING SERIES IN SYNDICATION TODAY!

"BEST OF THE POST"

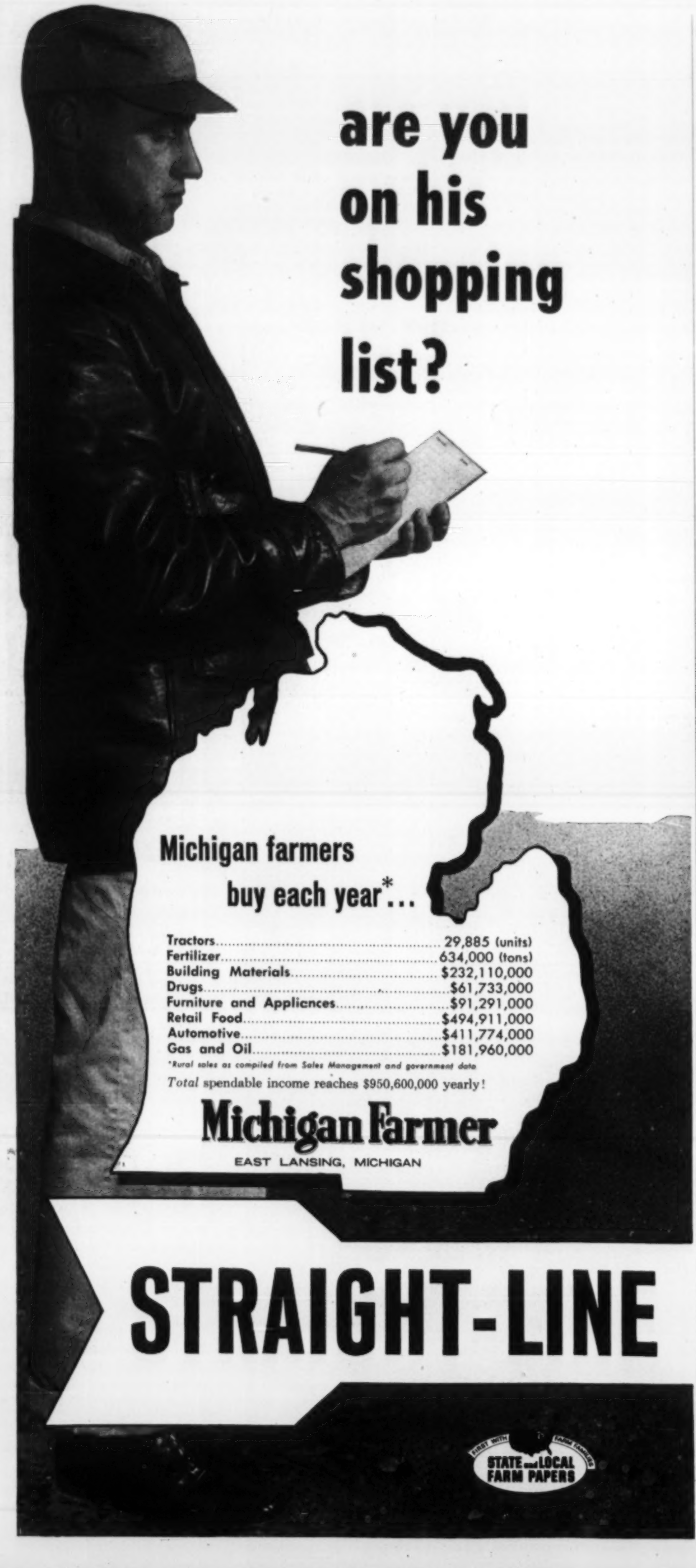
Buyers who know the best are snapping it up... **Pacific Gas & Electric Co.** (through Batten, Barton, Durstine & Osborn) signed the series for San Francisco, Bakersfield, Chico-Redding, San Luis Obispo, Salinas-Monterey, Eureka and Fresno . . . astute station groups like **Triangle** bought for all of their markets including Philadelphia, New Haven-Hartford, Altoona-Johnstown, etc., and **Crosley Broadcasting** for Cincinnati, Columbus and Atlanta . . . and the list of available markets shrinks every day!

Wire today to secure the "best" series—BEST OF THE POST—for your market!

I T C

INDEPENDENT
TELEVISION
CORPORATION

488 Madison Avenue • N. Y. 22 • PL 5-2100



are you on his shopping list?

Michigan farmers buy each year*...

Tractors	29,885 (units)
Fertilizer	634,000 (tons)
Building Materials	$232,110,000
Drugs	$61,733,000
Furniture and Appliances	$91,291,000
Retail Food	$494,911,000
Automotive	$411,774,000
Gas and Oil	$181,960,000

*Rural sales as compiled from Sales Management and government data

Total spendable income reaches $950,600,000 yearly!

Michigan Farmer

EAST LANSING, MICHIGAN

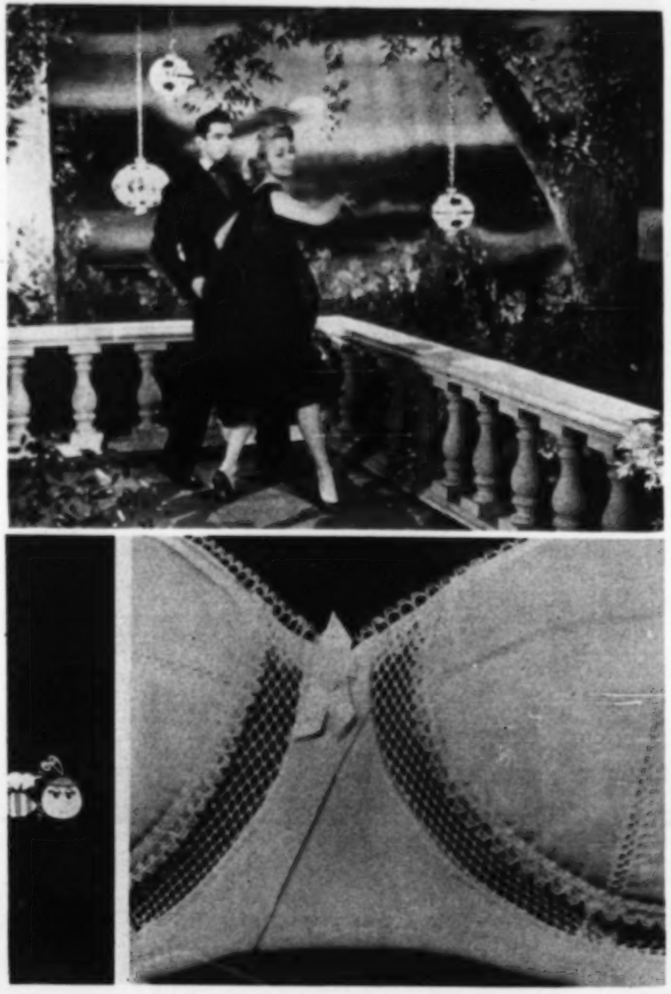
STRAIGHT-LINE

FIRST WITH FARM FAMILIES

STATE and LOCAL FARM PAPERS

Code Board Scrutiny Falls on TV Bra Ads

In July, the National Assn. of Broadcasters code review board evidenced some concern with bra and girdle advertising and indicated that "some commercials in this classification need revision." The board did not say what specific techniques it found objectionable. But the code staff has reportedly since met with three agencies with clients in this category, to ask each to change minor points. The agencies were requested to delete or rewrite particular lines of audio copy that the code board felt bordered on the suggestive. Two agencies agreed to make the changes; the third is considering the code board's suggestions in the light of fall ad plans.



NO TV FOR A WHILE—*These two stills from commercials, vintage spring of 1959, show the television sales approach of Peter Pan. In the first, showing movement of the kind the code okays, the girl demonstrates how great this girdle is for activities like dancing. In the bra spot, the animated bee sets the stage for closeups of the product. Peter Pan's tv spending was increased through June of this year to include spot and a schedule on ABC-TV's "Who Do You Trust?" But tv has been out of the budget since June, and the fall campaign, which will emphasize local promotions, will be concentrated in magazines and newspapers. Mary Saladucha, advertising director, said it has sometimes been difficult to tell the full story of garments that emphasize ease of motion, but she said Peter Pan shifted to print as a change of pace and not because the code standards presented an insurmountable obstacle. Tv is under consideration for spring.*

Pacific Area Travel Assn. Sets Magazine Campaign

"Discover the Festive, Fabled, Fabulous Pacific" will be the theme of the 1960-'61 advertising program of the Pacific Area Travel Assn., developed by the San Francisco office of Campbell-Ewald Co. The new campaign will feature a new four-color series of ads scheduled for insertion in *The Atlantic, Esquire, Holiday, The New Yorker, Saturday Review, Sunset Magazine* and *Time-Canada*.

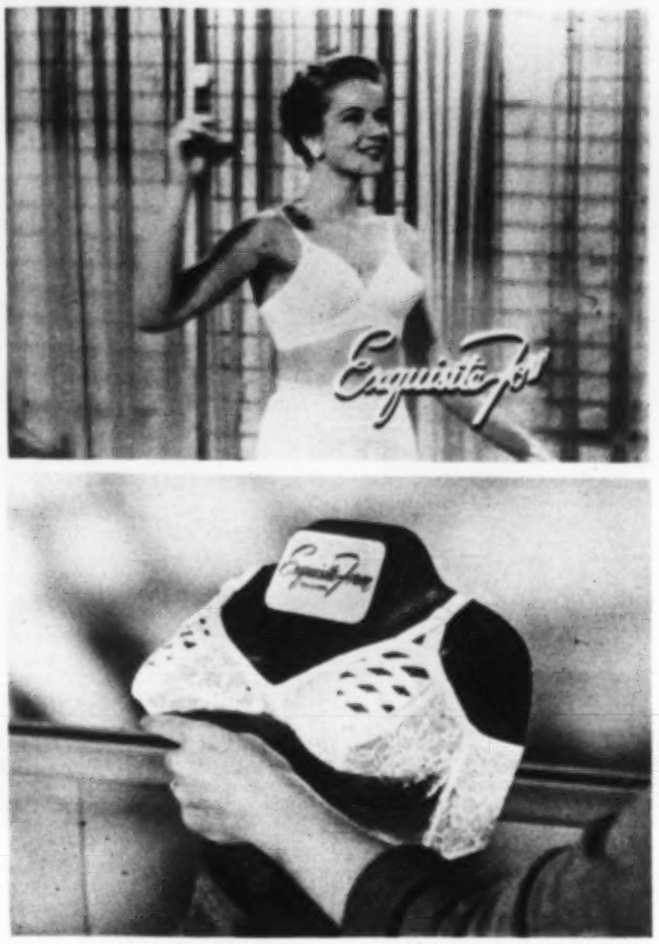
Esquire, Holiday, Sunset and *Time-Canada* will give the program added support through special articles on the Pacific area, and travel agents will be supplied with new trip planners, new destination folders for each of the associations 20 member countries, a 24-page brochure with color photographs of the Pacific, counter cards, radio and tv script packets and press kits. The campaign will be coordinated by PATA's advertising committee, with George F. Hansen of Matson Navigation Co. as chairman.

Ray-O-Vac to Launch Push

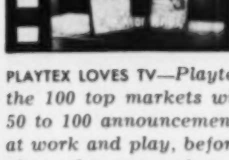
Ray-O-Vac Co., Madison, Wis., will use nationwide spot radio from September through Christmas to advertise its consumer flashlights, lanterns and batteries. Some 125 radio stations will carry the Ray-O-Vac message each Thursday, Friday and Saturday from 7 to 8:30 a.m.

Blanchard to 'Business Week'

William L. Blanchard, for three years Philadelphia district manager of McGraw-Hill's *Aviation Week*, has been named district manager there for the company's *Business Week*. Mr. Blanchard replaces R. Bernard Alexander, who recently became eastern advertising manager of *Business Week*.



VERBOTEN BY THE CODE—*This still from an Exquisite Form commercial of some years ago utilized a form of the bra selling techniques that are frowned upon by the National Assn. of Broadcasters. "Live models unless fully clothed" are not acceptable, and especially not if the lady moves about—however sedately—to show the flexibility of the garment. Also considered undesirable are the shots with a human hand demonstrating the bra on a dummy. Exquisite Form, which spent about $1,500,000 gross for spot tv time in 1959, is experimenting with animated cartoons in the spots in its reduced summer schedule. Tv expenditures for '60 probably will be off. Fall plans are not set, but magazines and Sunday supplements, which are not hampered by television's list of don'ts, are expected to get more play.*

VIDEO	TIMING	AUDIO
	00:00:40	SECOND WOMAN: (VO) But what about me? What can I do about midriff bulge?
PLAYTEX LIVING LONG LINE	00:00:44	WOMAN ANNOUNCER: What you need is the Playtex Living Long Line Bra...
BEFORE AFTER	00:00:48	made to banish midriff bulge with slimming comfortable elastic control!
PLAYTEX LIVING BRAS	00:00:52	Get a Playtex Living Bra, long line or bandeau.
	00:00:56	In black or white ... Playtex Living Bras.

PLAYTEX LOVES TV—*Playtex spends about $4,500,000 a year to blanket the 100 top markets with a partly bartered saturation schedule of 50 to 100 announcements weekly. Commercials show active women at work and play, before-and-after demonstrations on clothed models, and a comparison of the durability of Playtex products with those of competitors. This company has never used a live unclothed model. David Ketner, vp in charge of advertising, said International Latex has received an occasional letter complaining about the advertising of female unmentionables on tv, but he said the company had no argument with the NAB: "Our objectives are the same as theirs. We want everything in our commercials to be in good taste." A heavier fall schedule will feature more convincing demonstrations and messages of a product information nature.*

RELATED STATE FARM PAPERS

make
sure
you get
the order

localized advertising
in the state farm paper
which has earned his
confidence . . . brings
buying results

Farmers like our kind of paper. It's local . . . an informed "next door neighbor" . . . because we edit only for Michigan people and Michigan agriculture. Farmers prefer us 2 to 1 over any other farm publication. Your product gains added interest and respect in this environment. Farmers become even more interested when you use techniques of STRAIGHT-LINE ADVERTISING — local pictures, case histories, prices, terms, dealer listings. We can insert these quickly and at low cost because we print by gravure. Want proof? Send for free folder.

Michigan Farmer
EAST LANSING, MICHIGAN
STRAIGHT-LINE ADVERTISING available also in—
THE OHIO FARMER • PENNSYLVANIA FARMER
THE INDIANA FARMER • THE KENTUCKY FARMER
THE TENNESSEE FARMER & HOMEMAKER

ADVERTISING

TESTING one-six-two

SHELL

Shell selected the testingest market in the country to get the answers . . . Portland, Maine! First in U. S. cities of 150,000 pop. Sixth in U. S. cities regardless of population and second in New England regardless of size* Shell is just one of many who found Portland, Maine the best test city. Marketing and distribution facilities are ideal . . . testing is accurate.

*Source Sales Management

100% coverage of city zone
94% coverage ABC retail trade zone

represented by the Julius Mathews Special Agency, Inc.

PORTLAND, MAINE

PORTLAND PRESS HERALD • EVENING EXPRESS • SUNDAY TELEGRAM

Motive Research Useful; Must Be Augmented: NICB

Analyst May Predict Accurately Without Any Research, Study Reports

NEW YORK, Sept. 8—Motivation research techniques "supplement, not supplant, conventional marketing research."

They are most useful in preliminary stages, where they can be used to develop ideas or search for motives that can be proved or disproved by further testing. Pretesting advertising copy is "perhaps" an ideal use.

These are some of the conclusions of "Use of Motivation Research in Marketing," a new business policy study issued today by the National Industrial Conference Board. The study was made by Dr. Lawrence C. Lockley, professor of business administration at the University of Santa Clara's business school.

Dr. Lockley points out that motivation research is based on the assumption that "certain attitudes or actions on the part of consumers are due to motives of which the consumers themselves are not aware."

He then goes on to describe the various techniques—projective methods, thematic apperception test, paired pictures, sentence completion, word association and depth interview.

■ Dr. Lockley notes that "it is almost impossible to prove or disprove the findings obtained by these techniques." He also notes that there is "some question as to how applicable these techniques are in the new situations to which they are being applied."

As a result, he warns, "Reliance must be placed on the integrity, competence, experience and past performance of the practitioner."

Dr. Lockley emphasizes that in evaluating the competence of motivation research practitioners, "companies should consider not only their academic background but the extent and success of their work in the marketing field."

The NICB study reports that motivation research techniques have been used in a wide range of product areas, and "a considerable volume of advertising has been based on the findings." However, it adds:

■ "Not all of these research projects have been successful. Recently, for example, the automobile market was seriously misjudged. Food surveys—conducted in competitive fields—on behalf of competing companies have sometimes come up with sharply conflicting answers for the same food products.

"That such conflicts in findings occur does not mean that psychological techniques are not intrinsically sound or cannot safely be used in marketing research, but it does serve as a reminder that the same data can be interpreted differently by various analysts.

"In effect, the analyst reads his beliefs into the data, and the findings reflect his personal understanding of human motivations and his skill in interpreting their meaning in relation to the problem at hand.

"Sometimes well-trained analysts can, without doing any research, predict with considerable accuracy how people will react to given situations. Based on their knowledge of human behavior they can predict that a given set of circumstances will probably evoke a certain reaction. They may simply use research to prove the validity of their hypotheses." #

Pearson Adds 4 Accounts

Harold Pearson Associates Advertising, Fords, N.J., has acquired four new accounts. They are H. Clausen & Co., Edison, N. J., manufacturer of plastic putty fillers for automobile body repair work; Superior Signal Co., South River, N. J., producer of smoke generators for fire drill and container testing; Reinhold A. Auerbach, Inc., Easton, Pa., exporter of dairy equipment and Audionics Co., Metuchen, N.J., hi-fi component producers.

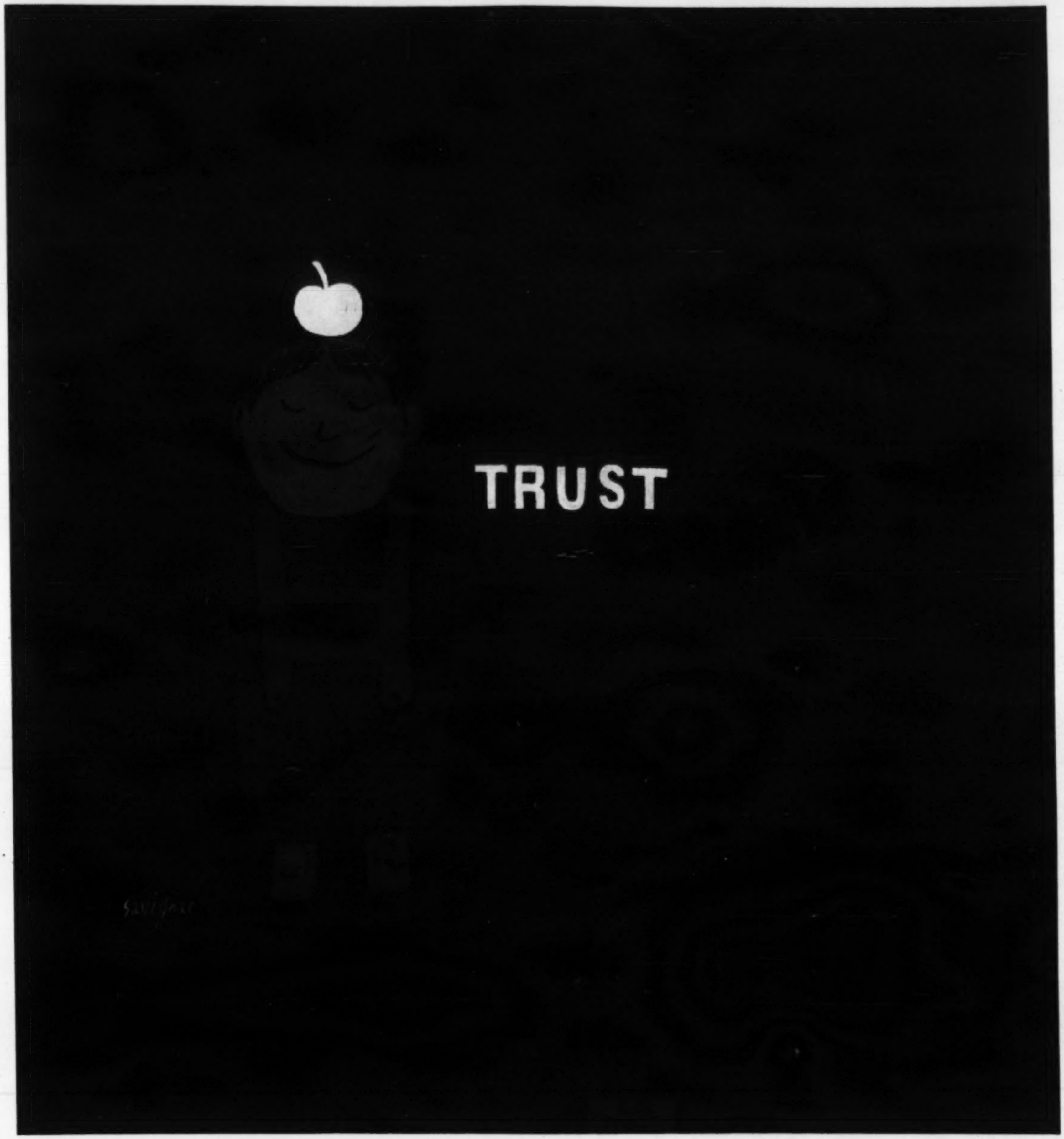
'Truth Book' Reprinted

The Advertising Federation of America has printed a second edition of its "Advertising Truth Book," unveiled at the AFA annual convention in June. The 32-page manual is available at $1 from the AFA, 250 W. 57th St., New York.

New research concept, measuring significant audience in seven areas, shows more families spend more time listening to WBZ than any other Boston radio station! Get the full Pulse report from your AM Radio Salesman.

WBC WESTINGHOUSE BROADCASTING COMPANY, INC. WBZ BOSTON + WBZA SPRINGFIELD
REPRESENTED BY AM RADIO SALES

Look
at
Boston's
new
pulse
!



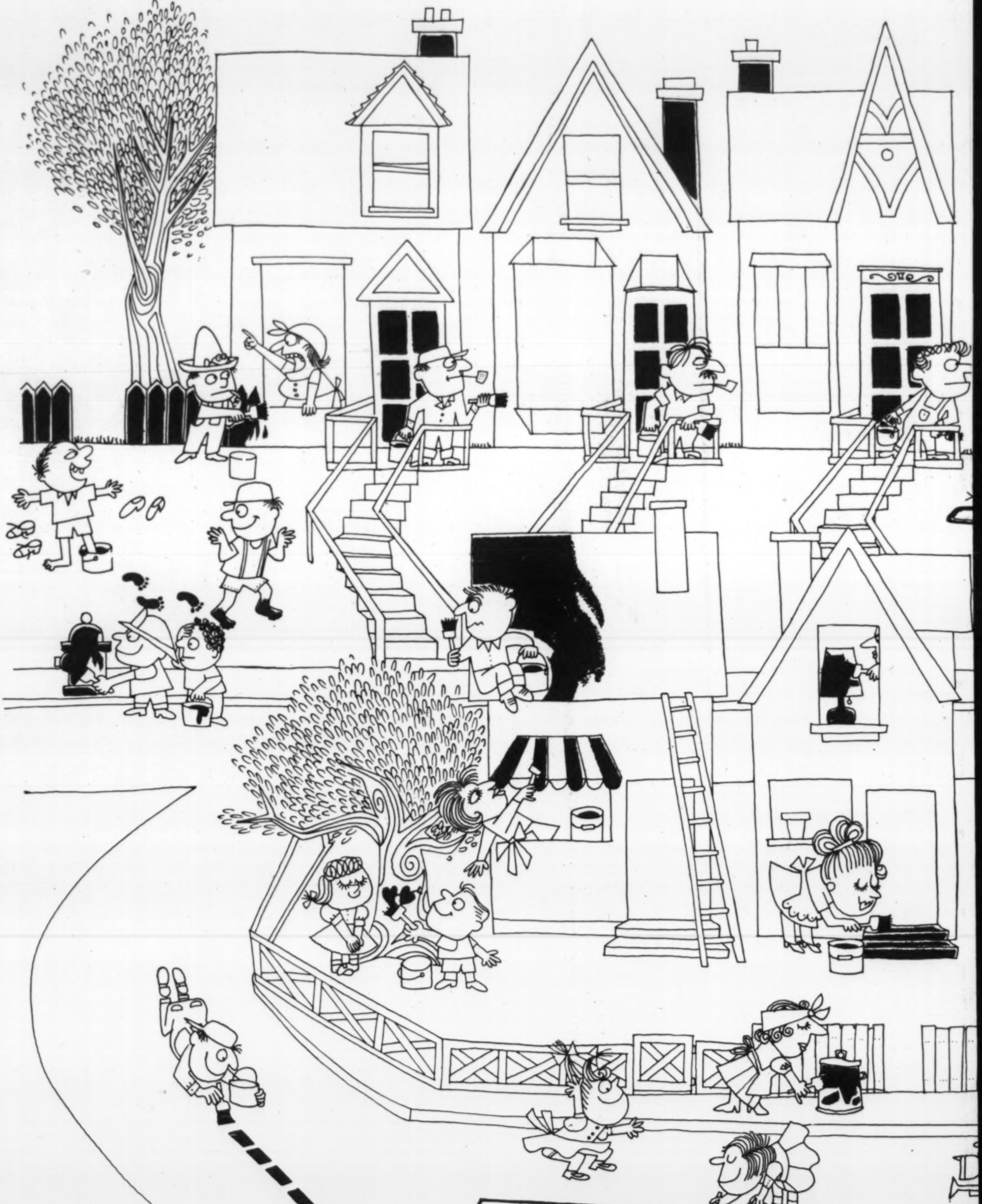
In the Greater Philadelphia market, The Evening and Sunday Bulletin is a trusted family friend, invited into the home day after day.

The pages of this newspaper reflect the character, desires and spirit of its readers. The Bulletin and the people of Philadelphia understand each other.

What does this mean to advertisers? It means that, in the growing seven billion dollar Greater Philadelphia market, your sales message in The Evening and Sunday Bulletin enjoys a unique and extra "bonus"...

You buy belief when you buy The Bulletin!

THE PHILADELPHIA BULLETIN A member of MILLION MARKET NEWSPAPERS, INC. Advertising Offices: New York 17, 529 Fifth Ave.; Chicago 1, 333 N. Michigan Boulevard; Detroit 2, New Center Building; Los Angeles 5, 3540 Wilshire Boulevard; San Francisco 4, 111 Sutter St. ***IN PHILADELPHIA NEARLY EVERYBODY READS THE BULLETIN***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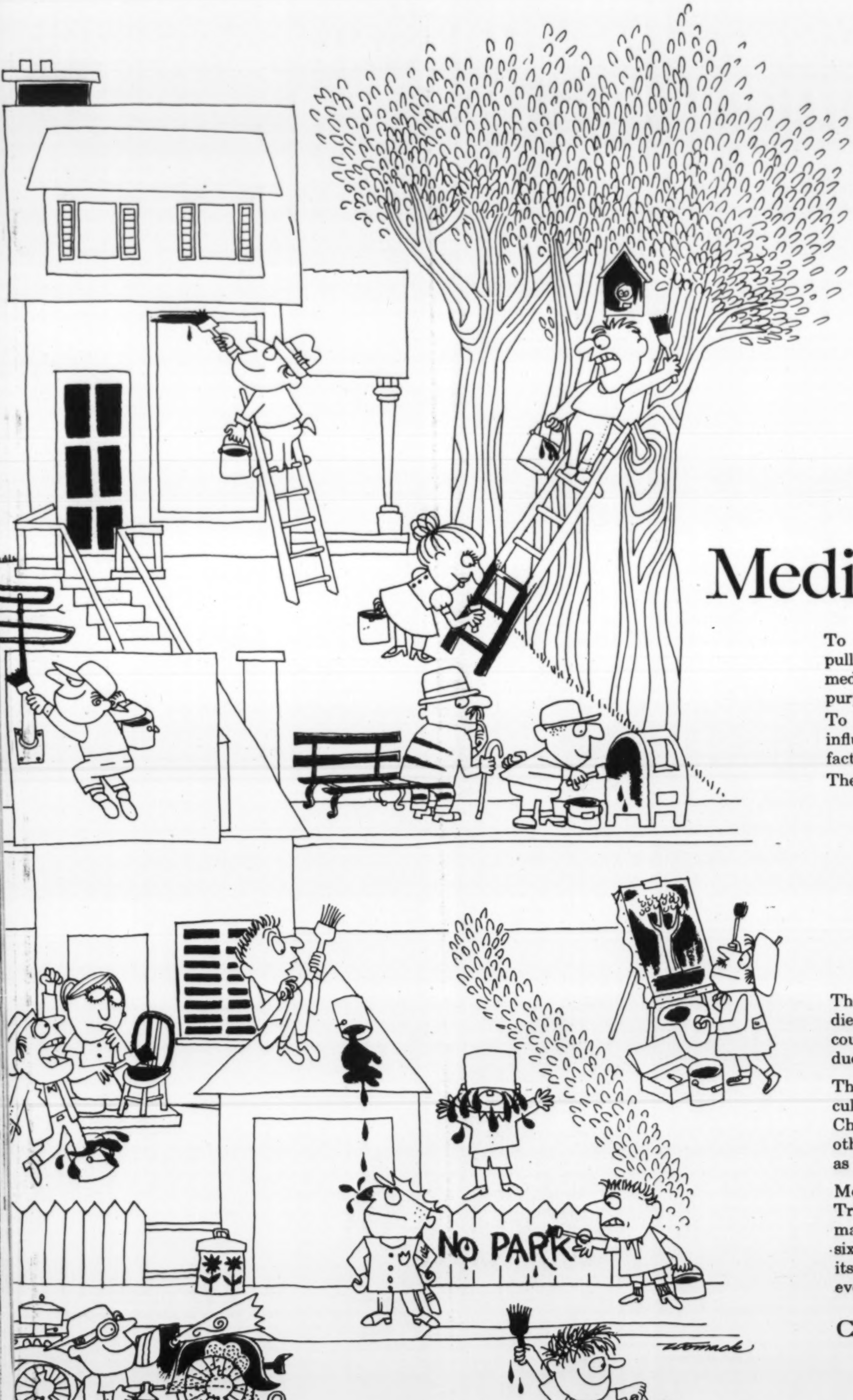


Media's Law:

To a seller of purple paint, the pulling power of an advertising medium is equal to the amount of purple paint sold.

To media men, pulling power is influenced by several interrelated factors.

The law or formula looks like this:

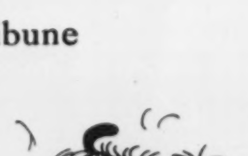
Pulling Power
=
Circulation Volume
×
Editorial Vitality
×
Reader Confidence

The larger measure of these ingredients in the Chicago Tribune accounts for the greater results produced for advertisers.

The Chicago Tribune, with a circulation 1½ times that of any other Chicago newspaper, out-pulls the other papers by at least 3 to 1 and as much as 15 to 1.

More Chicago families read the Tribune than the top five weekly magazines combined; more than six times as many Chicagoans turn its pages as turn on the average evening TV show!

Chicago Tribune



PLENTY TO CROW ABOUT!
Your product/service advertised where it's surest to sell the
6-BILLION $$
POULTRY, TURKEY and EGG
MARKET—

Poultry & Eggs Weekly reaches the key people in this fast-growing industry — the men who buy Poultry/Egg Processing Equipment • Refrigeration • Films • Trays • Cartons • Containers • Coops • Health Products • Tags • Feeds • Breeding Stock • Growers Equipment • Trucks and Transportation Equipment & Supplies.

Only Poultry & Eggs Weekly has the *frequency* (weekly) and the *scope* (nationwide) to keep the profit-minded poultry/turkey/egg operator really informed on markets, processes and products he wants and needs!

Write for rates and coverage—
POULTRY & EGGS WEEKLY
(Published by The PACKER Publishing Co.)
201 Delaware Kansas City 5, Missouri

Bob Fiser
Editor & Publisher

POULTRY & EGGS

Jack Tarcher, 64, Veteran Ad Agency Executive, Is Dead

NEW YORK, Sept. 6—Jack D. Tarcher, vp of Doyle Dane Bernbach Inc., died yesterday at his home here. Mr. Tarcher, 64, suffered a stroke last January.

Jack D. Tarcher

Mr. Tarcher, 36 years ago, was a founder of Hommann, Tarcher & Cornell. In 1939, the name was changed to J.D. Tarcher & Co. and, in 1952, it merged with Cecil & Presbrey. From the beginning, Mr. Tarcher worked on the Benrus Watch Co. account.

The Tarcher merger with Cecil & Presbrey—under the latter name—created an agency billing $22,500,000. The Tarcher shop brought five clients, billing $4,500,000, to the merger. These were: Benrus, spending about $2,000,000; Seeman Bros. (White Rose tea and coffee); Julius Wile & Son (Benedictine, dry sack, Peter Dawson); Personna Blade Co. and Eagle Pencil.

Mr. Tarcher became a senior vp and a director of the merged shop. "It's tough for smaller agencies these days to give more merchandising, more research and more tv services; it's next to impossible to spread the expense," said Mr. Tarcher in explanation of the merger.

"The profits-versus-squeeze pattern today, particularly in the smaller agencies, is the fundamental reason for all the mergers we've been seeing. There will be more."

■ After two years with C&P (which has since been dissolved), Mr. Tarcher and his major accounts switched to the Biow Co., which subsequently became Biow-Beirn-Toigo. Mr. Tarcher's departure from Cecil & Presbrey followed the death of James M. Cecil; and his Benrus account replaced Bulova, which had left Biow.

Still later, in 1956, Mr. Tarcher and Benrus moved along to Lennen & Newell, but the watch account, in 1958, switched—alone—to Grey Advertising Agency. Mr. Tarcher announced only that he would "definitely not follow" the account. Last fall he went from L&N to Doyle Dane Bernbach in an executive and administrative capacity. #

Angel Ramos, 58, Publisher, Station Owner in P.R., Dies

HARRISON, N. Y., Sept. 6—Angel Ramos, 58, Puerto Rico's leading publisher and radio-tv proprietor, died of a heart attack at his summer home here Sept. 1.

Mr. Ramos was publisher of *El Mundo*, the island's leading daily, and operator of the newspaper's affiliated television station, Telemundo, and radio station WKAQ.

A leading figure in the public life of Puerto Rico, Mr. Ramos was also well known in the international advertising circles of New York. A good share of the total advertising expenditure in Puerto Rico goes to the *El Mundo* properties.

Mr. Ramos began working for *El Mundo* as a messenger boy when he was 13. He rose successively to printer's devil, clerk in managing editor's office, administrative assistant and manager.

He bought *El Mundo* 15 years ago from the founder, Don Romualdo Real.

■ In 1958, he set up the Angel Ramos Foundation, a non-profit trust fund charged with operation of the newspaper and the two stations.

Mr. Ramos was a founder of the Inter American Press Assn. and served as chairman of the association's executive committee from 1956 to 1958.

SOL RUBIN

CHICAGO, Sept. 6—Sol Rubin, 55, manager of the presentation art department of Foote, Cone & Belding and a veteran of 18 years with that agency, died Sept. 3 in Weiss Memorial Hospital. He had been ill for some time.

Born in Montreal, Mr. Rubin attended the National Academy of Art, Montreal, and the Montreal School of Lettering & Design. He worked for several art studios before joining FC&B in Chicago in 1942 as a free lance artist.

Mr. Rubin was named manager of the presentation art department about 12 years ago.

If 1½ million is a "must" market...

Salt Lake is a must!

The 1960 Census shows a "population explosion" in the Salt Lake Intermountain Market, an area comprising all or parts of four-states locked in the high mountain valleys between the Rockies and Sierras. This entire market of nearly 1½ million prosperous prospects is reached and sold by Salt Lake's two great metropolitan newspapers. Make no mistake — there's more to Salt Lake than Salt Lake. Plug this gap in your marketing map.

Newspapers are the Best National Media. The function of newspapers is to inform. The people are hungry for NEWS of events and Products, — that's why they Buy 58,000,000 newspapers every day. Newspapers are the greatest SELLING FORCE — ask the Retail Advertiser — ask the Classified Advertiser.

The Salt Lake Tribune

NEWSPAPER AGENCY CORPORATION
NAC

This is the rural South!
Vic Dowd

Farm Families South *GO!*

And they go in style—in the latest models of just about every automobile made. The Nielsen "C & D" counties* of the South spend about $5 BILLION annually in the retail automobile market. That's a huge 50% of the total for the entire South—accounting for more automobile dollars than any other "C & D" region.

A big reason for this big spending is the unique character of the South. Here, as nowhere else in the U. S., most families live in Nielson "C & D" counties—an estimated 7,797,300 households!

Magazines that provide balanced coverage of "A, B, C & D" counties outside the South are woefully inadequate in the South's "C & D" counties. For example, an automotive product—or any product—advertised in Life, Look and The Saturday Evening Post combined *misses 84% of The Progressive Farmer families.*

Schedule The Progressive Farmer first—and you reach 1,400,000 loyal subscriber-families with just *one* media buy!

More than 5,700,000 READERS in the 16 Southern States

THE PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

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*Nielsen "C&D" counties are counties with less than 100.000 population. "A&B" counties have more than 100.000 population.

Herbst Ad Chief's Ideas Bring Agency Split; Successor Search Also Novel

(Continued from Page 3)

promotion and advertising—and on media selection—led Charles Meissner & Associates, Milwaukee agency which had handled the Herbst account for seven years, to tender its resignation about six weeks ago, effective Oct. 31. This in turn led Mr. McConnell to send an unusual would-you-like-our-business? mailing to 87 agencies in the Milwaukee area . . . an event which in turn has caused numerous repercussions.

■ One of the repercussions was a letter from Pete Keck, president of Keck Advertising Agency, Oconomowoc, to John F. Herbst, head of the shoe company. Having received a questionnaire, he promptly wrote Mr. Herbst that "top management should know about such things," and called the questionnaire "a sterile, mimeographed batch of various colored papers, which is purported to sift the abilities of creative thinking through a standard sieve for the sole purpose of selecting an advertising agency that will conjure up some miracle potion to cure all the sales problems of your fine company."

And he added:

"I am taking this time to air my thinking to you because I feel that somehow or other you've been 'sold' something which I firmly believe you and the other owners of this (to quote the yellow sheet this time) 'closed family-held corporation' truthfully are not in the position to want or need."

What annoyed Mr. Keck so much—and what has created all the conversation—is a packet consisting of (a) a two-page letter explaining that all Milwaukee agencies were being invited to seek the account; (b) a fact sheet, "telling you a little about *us*"; (c) a "prerequisite checklist, which may save you the trouble of completing the formal questionnaire"; and (d) a four-page questionnaire.

■ The letter, signed by Mr. McConnell, made it clear that Meissner had resigned the account as of Oct. 31, said that the deadline for receiving questionnaires is Sept. 12, and added:

"Once the questionnaires have been evaluated, all agencies still being considered will be personally interviewed by myself. We're prepared to talk to every agency in Milwaukee if necessary, but—as you well know—the laws of probability will undoubtedly limit this group to about 10 or 12. (It may be that—after going through all this material—there aren't 10 or 12 agencies who *want* the account.)

"Finally, a group of three agencies will be recommended to meet with a management team for final selection."

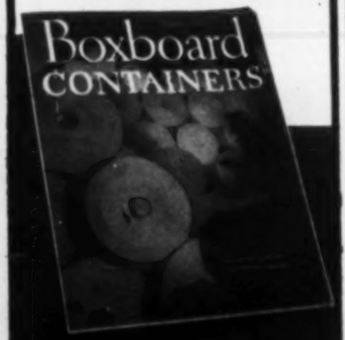
The "fact sheet" advised that Child Life shoes, the company's brand, represents a business of about $5,000,000 a year (1,000,000 pairs of shoes), which is approximately "0.8% of all children's shoe sales." It added that the company is "in the process of changeover from 'sales management concept' to 'marketing concept'," that its sales goals are "no less than 7% pairage increase per year through 1970," and outlined the probable agency's duties like this:

"The new Child Life agency will have to be versatile in all areas of marketing, advertising, sales promotion and public relations. The tentative 1961 budget calls for comparatively little national media space."

■ It is the implications in this area that seem to have created the most conversation in local agency circles. Although the "fact sheet" reports the Child Life budget as "approximately $120,000 for advertising, sales promotion and public relations," Charles Meissner, head of the agency which resigned the account, told ADVERTISING AGE that the account will be "slightly in excess of $50,000 this fiscal year," and that his agency's gross income from the account will be in the area of $7,500—in other words, that no fees have been paid the agency for collateral activities.

Mr. McConnell told AA that last year the company put about $44,000 into co-op and $23,000 into national advertising, and that this year co-op has been cut to about $9,000 and national boosted to $45,000. He did not specify where the remaining portion of the projected $120,000 budget would go,

Are you
overlooking a
$3 Billion
Industry



Boxboard packaging sales topped $3 billion last year. Why not investigate this rich industrial market. For the "who buys what" and "how" contact:

Boxboard
CONTAINERS
A Haywood Publication
Chicago: 6 N. Michigan Ave., CE 6-3690
New York: 369 Lexington Ave., MU 3-8432

EVER
WONDER WHY
THE WALL STREET JOURNAL
IS A DAILY?

Business information that isn't absolutely up-to-date is not only less useful—it can be positively perilous. To satisfy the needs of alert executives, The Wall Street Journal is published daily. Every business day The Journal speeds to its 662,487 subscribers everywhere with the kind and depth of reading fare they can do without only at the risk of being too late, too wrong or both.

So, time after time when key business leaders sit in judgment on magazines and newspapers, they rate The Wall Street Journal "the most useful one."

And as advertisers sift and search the paths of successful selling, they find the only national business daily is most useful for *their* purposes, too.

Are *you* using "the most useful one" *most?*

or whether it would be spent through the new agency. And the voluminous material sent to agencies, although specifying that the new agency must be adept in public relations, merchandising and marketing areas, made no mention at all of the possibility of a fee setup.

Mr. Meissner resigned the account, he told AA, because he could not go along with the "strange" media ideas promulgated by Mr. McConnell, and because he could no longer handle the account economically. "Since Nov. 1, the start of the Herbst fiscal year," he told AA, "until July 8, when I resigned the account, we have been out to the Herbst plant 103 times, according to our time records." [There were approximately 175 working days in that period.]

■ Apparently, the basic conflict between agency and advertiser arose from the agency's idea that advertising should be concentrated in areas where there are heavy concentrations of children's shoe buyers, notably *Parents' Magazine*, and Mr. McConnell's predilection for publications in which other advertisers of children's shoes were notable by their absence, even though the publication might not represent so concentrated a market of children's shoe buyers.

"Mr. McConnell had it figured out that in one issue of *Parents'* last fall, our advertising represented 10% of children's shoe advertising; from this he argued that if we got our share, we could hope to get no more than 10% of the children's shoe business generated by *Parents'* readers," Mr. Meissner told AA. On the other hand, he recommended that we go into *Coronet* and *Cosmopolitan*, as we did. His theory was that, being the only shoe advertiser in those books, we would get 100% of the children's shoe business represented by their readers; and thus, even though the percentage of buyers might be smaller, Herbst would get more business.

"I disagreed heartily with this theory, but it is clear that John Herbst is following Mr. McConnell completely in his thinking, and we simply couldn't take it any longer, so we resigned the account."

■ Mr. McConnell agrees that his conception of how to attack a market differs radically from that of Mr. Meissner and other shoe advertisers. He said his company is "abandoning all tradition" in order to gain more customers and sales.

Mr. McConnell charged that shoe manufacturers are "notorious for concentrating their advertising in a few magazines." He added that "people in the shoe manufacturing field have little or no knowledge of new marketing concepts."

■ Up until this year, Herbst advertised in *Parents' Magazine* and four medical publications—*Pediatrics, Journal of Bone & Joint Surgery, Journal of Pediatrics* and *Journal of the American Podiatry Assn.*

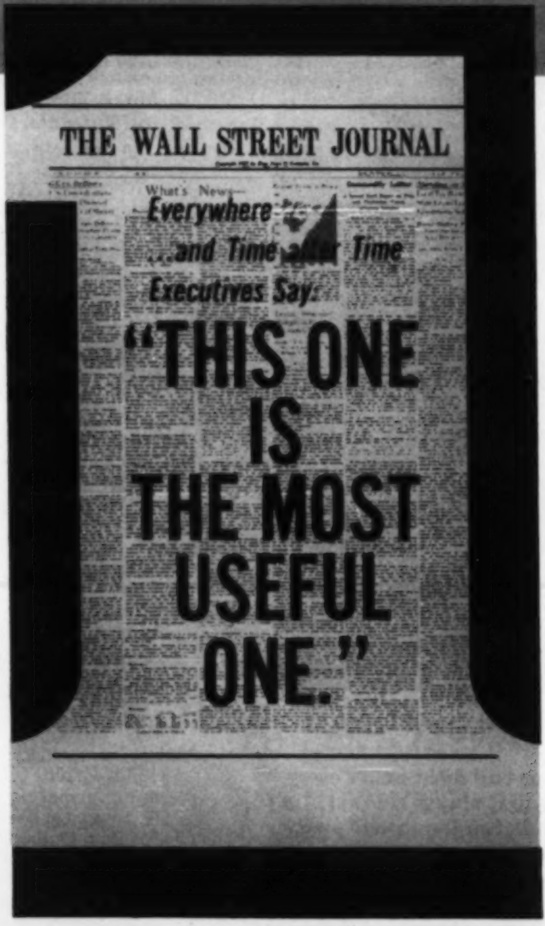
This year, Herbst ran a one-third page ad in the January issue of *Cosmopolitan*—the first time it had used a general consumer magazine of this nature. Herbst plans to run three or four similar ads this year in *Cosmopolitan.*

It also decided to shift the timing of ads in *Parents' Magazine*. Instead of running ads at Easter and back-to-school time, when most of the other shoe manufacturers were advertising, Herbst ran its ads in other issues.

The ads which ran this year in *Cosmopolitan* and *Parents' Magazine* were editorial style, stressing foot health—another departure from tradition. Competitors have since followed with similar ads, Mr. McConnell said.

■ The company then decided to use two other general magazines —*Coronet* and *Ebony*—and scheduled page ads in September issues. Herbst is the first shoe maker to advertise in *Ebony*, according to Mr. McConnell. The *Ebony* ad, which has a back-to-school theme, lists Child Life dealers who do 20% or more of their business with Negroes. The *Coronet* ad dealt with good foot health.

...BECAUSE EVERY BUSINESS DAY,
THE NEWS THAT CHANGES BUSINESS, CHANGES



THE WALL STREET JOURNAL

Published at: New York, Washington, D.C., and Chicopee Falls, Mass. • Chicago and Cleveland • Dallas • San Francisco

© Dow Jones & Company, Inc. 1960

CAPTURE 53% OF THE CAPITAL FOR $112.00

If you are a national advertiser, this same low investment captures:

...27% of Detroit
...15% of Los Angeles
...36% of New Orleans
...25% of Philadelphia

and a sizable portion of all major markets. Based on full page, black and white **EBONY** *rates, $112.00 is all it actually takes each month to "effectively" sell the Negro trend-setters in Washington, D.C. as well, where brand-conscious Negro families are now 53.1% of the total population.*

*One medium—***EBONY***—delivers "effective" selling power to these vital customer potentials for your brands. More than any other medium—and at low cost.*

Why not ask your agency for a reappraisal of your central-city marketing strategy? Our research department has the facts.

EBONY

"Your Central-City Magazine"

NEW YORK
CHICAGO
LOS ANGELES

don't overlook MUNCIE'S MONEY-MAKING MARKET

big per capita income

10% above the national average . . . over $5,400.00* per family.

*SRDS, October 15, 1959

The MUNCIE STAR ★ MUNCIE EVENING PRESS

MUNCIE, INDIANA

National Representatives: Kelly-Smith Company

Herbst Agency Switch . . .

Mr. McConnell pointed out that the Negro market for children's shoes has been neglected and that it accounts for 10% to 14% of total sales of children's shoes. Negroes also rely on brand names in making their product selection, he said.

Herbst offered a booklet to consumers in its ads in *Coronet*, *Cosmopolitan* and *Parents' Magazine*. "We received 400 to 450 requests for booklets from the *Coronet* ad as compared with 120 to 130 from *Cosmopolitan* and *Parents' Magazine*," Mr. McConnell said. "The *Coronet* ad, which was a split run deal with Esso, cost the same as the *Parents'* ad, and the *Cosmopolitan* ad cost us about one-third as much as the *Parents'* ad.

"I think these results prove my point," Mr. McConnell said. "I feel that most general magazines are a good market place for our products. Many readers of these books are mothers and potential customers. We can dominate shoe advertising in those magazines since few, if any, of our competitors use these publications."

■ He went on to say that he liked women's magazines but thought they were "out of my price range." He said that he didn't think Herbst could tell its story adequately on radio and television, and added that newspapers "might be good for local campaigns."

The three exceptions in the shoe field, Mr. McConnell said, are Brown Shoe Co. (Leo Burnett Co. (Thom McAn Shoe Stores (Doyle Dane Bernbach) and Wolverine Shoe & Tanning Corp. (MacManus, John & Adams).

"These companies and their agencies have done a tremendous job in promoting their products," he said. "They are the leaders in the field and they have moved ahead of the pack. They have used other ad media and sold many new prospects. The other shoe manufacturers had better follow suit or they will fall by the wayside."

■ In another break with tradition, Herbst discontinued its co-op ad program last year, with the exception of dealers in Houston and Toledo. "We had no reaction from our dealers when we dropped the co-op," Mr. McConnell said. "Of our 1,500 dealers,, only 350 were using co-op at all and they were using it sparingly.

"We are not saying co-op advertising is bad, but it isn't good for everybody," he said.

The company thinks the co-op arrangement is worth while in a city where it has one account and that is a strong, competitive store.

Herbst has under consideration a local ad plan in which it would contribute funds for a joint advertising program for a group of Child Life stores in one city. Ads under that plan would promote the stores but not Child Life particularly, in order to avoid having to pay national advertising rates.

Herbst has a direct mailing service it offers to its dealers. It sends out literature on the company's shoes to about 11,000 doctors every five or six weeks. The names are those supplied by Child Life dealers in the doctors' home cities.

■ Has the break with tradition helped Herbst's sales? Mr. McConnell pointed out that sales for shoe manufacturers this year are down about 5% while Herbst's sales are up 2% for the year. He estimated that his company's sales would show a 3% to 4% gain for 1960 over last year. #

Make These Corrections in 100 Leaders Listings

In the ADVERTISING AGE section covering the 100 leading national advertisers (AA, Aug. 29), Morse International, New York, was erroneously listed as a domestic agency for Vick Chemical Co. Morse should have been listed as the agency for most overseas markets of Vick's international division.

In the listing of division advertising expenditures for Armour & Co. in the same AA section, the figure of $400,000 spent on business publications by Armour Leather Co. should be deleted. Sole expenditure listed for Armour Leather Co. should have been $3,215 for magazines. The $400,000 expenditure for business publications should have been credited to another division, Armour Pharmaceutical Co., giving it a measured ad total of $414,955.

WHCT-TV Adds 'Million Dollar Movie' to Program Format

WHCT-TV, Hartford, has added the "Million Dollar Movie" to its program schedule, beginning Sept. 12. Keystone of a new programming format on the outlet, recently acquired by RKO-General, the "Million Dollar Movie" will present a top motion picture twice daily, with different films screened each day of the week. In concept, the new program is patterned after WOR-TV's "Million Dollar Movie," the highest rated tv program in the New York area. Product for the plan will be selected from several large film packages.

'La Nacion' Sets Int'l Edition

La Nacion, Argentine daily, has inaugurated a weekly international air mail edition. The initial press run was 1,200 copies. No advertising is being taken.

He flew 5,000,000 miles to get into this picture!

It took a lot of time. It took a lot of skill. Flying all kinds of planes . . . from 1-engine trainers to 4-engine jets. Mastering the flight regulations of many different countries. It took years of training and experience. And something else. The remarkable gift of all great professionals . . . who can land a plane with incredible precision . . . command powerful jet engines with unqualified authority. All Air France jet pilots are experienced enough to be in this picture. But to *stay* in the picture, Air France requires each and every one of them to take refresher courses every 3 months and pass stiff flight exams every 6 months. These are the men you always find on Air France...world's first International airline...world's *only* airline with 41 years experience in international flight. And you find them everywhere. Flying from all four Air France gateways at New York, Chicago, Los Angeles and Montreal. Flying Boeing 707 Intercontinental Jets and Caravelle Jets over major Air France routes in all parts of the world. Good reasons why you fly in confidence when you fly Air France . . . the world's largest airline.

AIR FRANCE JET

WORLD'S LARGEST AIRLINE/WORLD'S MOST PERSONAL SERVICE

VERSATILE
BOWATER BOARD

HARD AND SMOOTH—*Bowater Board Co., Catawba, S.C., is running a total of 59 color pages in 13 trade publications to introduce its new smooth-on-two-sides Bowater board, symbolized by the twisted-board logo appearing in each ad. Liller, Neal, Battle & Lindsey, Atlanta, is the agency.*

'Modest, Adequate' Living Is 40% Above '51 Level, U. S. Says

WASHINGTON, Sept. 6—On the basis of autumn 1959 prices, the annual budget for "modest but adequate" living for a four-person urban family in 20 U.S. cities ranged from a $5,370 low in Houston to $6,567 in Chicago, according to the Bureau of Labor Statistics.

This is about 40% more than a similar family needed when the budget was "priced" in 1951, but the new budget is tailored to today's consumption patterns, and it represents an increase of 20% to 25% in living standards.

The city worker family budget concept was first developed by BLS in 1946 to reflect the amount that a family needs for its operations. It provides for such obligations as to taxes, life insurance, medical care and recreation, but is neither a "minimum maintenance" budget nor a "luxury" budget.

■ The new edition, the first since 1951, involved a reconstruction of the budget to reflect information about living habits which BLS accumulated in recent years. The new list of goods and services includes more meat and other preferred foods; more meals away from home; larger allowances for household operation; more telephone service; more reading and recreation, including a tv set; and the widespread development of hospital and medical care insurance.

BLS regards the new budget as "interim" because it has just started a four-year study which will put its knowledge of buying habits on a 1960 base. In the absence of good information about the changes that have resulted from the big upsurge in home ownership during the past decade, the new family budget continues to assume that the "modest" family lives in rented quarters.

■ While it has no accurate information about actual incomes of the type of families represented in the city worker family budget, BLS said the best evidence indicates that families of this type are averaging from $7,000 to $7,500. On this basis, BLS notes that a typical family might have an income 15% to 20% above the amount needed for "modest but adequate" living levels.

The family BLS uses for its "budget" report is assumed to be a family of four persons, consisting of employed husband, aged 38, with a wife not employed outside the home and two children, a girl aged 8 and a boy aged 13, who live in a rented dwelling in a large city or its suburbs.

Quantities of goods and services required by this family are estimated from buying habit studies by BLS, the Agriculture Department and other government agencies. Budgets are adjusted to reflect special requirements in various parts of the country.

■ While BLS has not developed budgets for other types of families, it reports that information in its files suggests that the total cost of goods, rents and services for a two-person, husband and wife family, aged 35 to 55 years, would be about 66% of that for the 4-person family; for a 3-person family in this age range, with a child between six and 16, about 87%; and for a five person family, with the eldest child six to 16, about 120%. These costs are for a one-earner family.

This latest computation of local budgets reflects on extensive shift in comparative living costs among 20 cities covered in both 1951 and 1959. Chicago, Seattle, Boston and San Francisco, the top four this

OE 20 M= 500.000.000.00

"Office Executive" reaches twenty thousand decision makers whose companies spend over $500 million annually on office machines, equipment and supplies. These 20,000 men are the key executives who have the power to say "yes" or "no" to any and all office purchases within their companies. Sell them in the only magazine edited exclusively for top office administrators . . . "Office Executive". Write for sample copies and data.

OFFICE EXECUTIVE

Official Publication of the NATIONAL OFFICE MANAGEMENT ASSOC.
World Headquarters WILLOW GROVE, PENNSYLVANIA

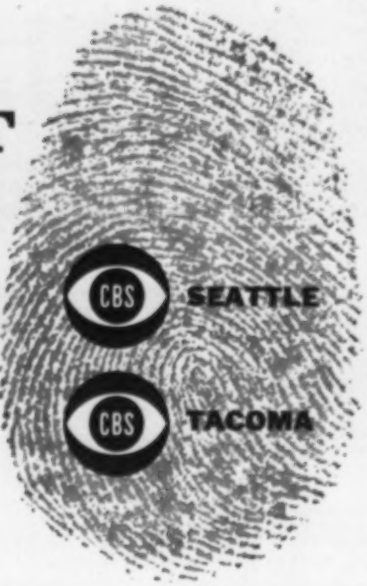
5 Hurt in Cr
LOS ANGELES EVENING
HERALD-EXPRESS
United Press International
10 CENTS
NCE

If *you* seek a *quality* newspaper audience in the wealthy Los Angeles market, consider this fact: a survey of the newspaper preferences among Western executives listed in Dun & Bradstreet, *proved* this newspaper to be first, *by far*, among *all* evening newspapers in Southern California.

SOURCE: 1959 Wall Street Journal Survey

LOS ANGELES EVENING HERALD-EXPRESS Largest Evening Paper in the West
REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, INC.

PUT YOUR FINGER HERE!



A MARKET BIGGER THAN PITTSBURGH... bigger than Boston and Jersey City combined

The Puget Sound area served by KTNT-TV includes 1½ million people with incomes greater than the national average. Besides Seattle and Tacoma, there are four other major cities within this station's listening area.

Before you buy TV on the West Coast, get the complete KTNT-TV story from your WEED TELEVISION man.

KTNT TV
CHANNEL 11
CBS Television for Seattle, Tacoma and the Puget Sound Area

time, had been eleventh, fifth, seventh and sixth respectively in 1951. Washington, Atlanta, Los Angeles and Houston, the top four in 1951, were tenth, eighteenth, fifth and nineteenth this time.

■ Housing continued to be an important factor contributing to high cost budgets. Among the 20 cities, it was one-fifth to one-fourth of the total costs of goods and services. Rent, heat and utilities for a five room dwelling ranged from $871 in Scranton to $1,386 in Chicago.

Other goods and services (other than shelter or food) covered about 45% of budget costs, ranging from $2,175 in Atlanta to $2,470 in Chicago. Clothing costs (largely replacement of the family clothing inventory) accounted for 11%, transportation about 10%, and medical care of six or seven per cent in most cities.

Transportation costs and medical care fluctuated substantially, with medical care highest in Los Angeles, San Francisco, Minneapolis and Seattle, and lowest in Scranton, Cincinnati and Atlanta. Transportation costs were lowest in Philadelphia, New York and Boston, where greater use of public transportation was indicated.

■ Food and beverages were smaller budget factors in the South and highest in the Northeast, ranging from $1,486 in Houston to $1,889 in Pittsburgh. These differences reflect regional preference patterns as well as price.

A standard allowance of $138 for life insurance and occupational expense was added for each city, and $120 for maximum contribution to social security. Personal taxes were estimated for all cities, ranging from $490 in Houston to $783 in Portland, Ore., or 9% to 12.5% of the total budget cost. #

What a Family Needs to Live 'Modestly': 20 U. S. Cities

Source: U.S. Bureau of Labor Statistics

City	1959 Rank	1959 $	1951 Rank	1951 $
Chicago	1	$6,567	11	$4,185
Seattle	2	6,562	5	4,280
Boston	3	6,317	*7	4,217
San Francisco	4	6,304	6	4,263
Los Angeles	5	6,285	3	4,311
St. Louis	6	6,266	14	4,112
Portland, Ore.	7	6,222	13	4,153
Pittsburgh	*8	6,199	9	4,203
Cleveland	*8	6,199	15	4,103
Minneapolis	9	6,181	12	4,161
Washington, D.C.	10	6,147	1	4,454
Cincinnati	11	6,100	8	4,208
Detroit	12	6,072	10	4,195
New York	13	5,970	16	4,083
Kansas City	14	5,964	19	3,960
Philadelphia	15	5,898	17	4,078
Baltimore	16	5,718	*7	4,217
Scranton	17	5,693	18	4,002
Atlanta	18	5,642	2	4,315
Houston	19	5,370	4	4,304

* tied

Premium Associates to Launch Red Scissors Coupon Contest

A total of 1,000,000 Red Scissors coupons will be given away in the "I like Red Scissors coupons because. . . ." contest, to be launched Oct. 10, by Premium Associates, Newark, N.J. A 1,500-line, two-color ad backed by ten 56-line teasers will launch the promotion in 132 newspapers throughout the North and South. Point-of-sale promotion will back up the newspaper campaign. All entrants in the contest will receive 100 free gift coupons automatically.

Participating products in the contest are Borden's evaporated milk, Calumet baking powder, Mrs. Filbert's margarine, Lusianne coffee and tea, Austex canned meats, Octagon soap, Linit liquid starch, Gold Seal dog and cat foods, Pride of Illinois and Joan of Arc canned vegetables, Skinner's macaroni and Kirkman's soap.

Young & Rubicam Boosts 8

Fred Frost, formerly assistant manager of the tv art-production department of Young & Rubicam, New York, has been promoted to manager, a post vacant for about two months. Other promotions in the tv art-production department include Marvin Kunze from supervisor to executive supervisor of the art group; John LaPick from tv art director to tv art supervisor; and former producers Carl Sturges, Robert Waters, Pyrmen Smith, William Muyskens and Dick Saunders to senior producers.

Esphorst Named Ad Manager

V. A. (Bill) Esphorst, formerly advertising space salesman for *Farm & Power Equipment*, St. Louis, has been promoted to advertising manager of the publication.

Assistant plant manager Stanley T. Murphy, in charge of night operations at the Long Island City plant, checks the status of a job at the control desk.

Go to the busy man...

to get something done, the old proverb has it... which may be another good reason for going to Intaglio Service for your gravure production.

Oldest, largest, and busiest gravure processor, last year Intaglio handled more publication and packaging jobs than any other rotogravure engraver.

Intaglio's volume requires four plants in New York, Chicago, Detroit and Cincinnati. The continuous work flow, and nearness to customers, helps in time and costs.

Only Intaglio has the capacity for such volume... with a working force of more than 500 skilled personnel, 35% of whom have been with Intaglio for ten years or more . . . five brand new plants in the last five years . . . with every available control for quality, air and light. Also more, and more varied, experience in gravure than anybody in the world!

The advertisers who use gravure most, in print and packages, depend on Intaglio for the best in gravure. You can, too!

Intaglio SERVICE CORP.

Intaglio Service CORPORATION

America's First Gravure Servicers

305 East 46th St., New York—731 Plymouth Court, Chicago—40 Hague Ave., Detroit—
1828 Lewis Tower Bldg., Philadelphia—126 West McMicken Ave., Cincinnati—
1932 Hyperion Ave., Los Angeles—369 Pine St., San Francisco—Box 508, Boston

"THAT P/L statement is a lot prettier than I was able to show you six months ago. I give most of the credit to the New York News. Has more readers in good income families—a half-million in the over-$10,000 bracket, and more than three million in over-$5,000 families. We've been putting most of our advertising money in the News—and our sales figures reflect it."

They'll know who you are
when they see your Bankamericard
BANK OF AMERICA

CREDIT—*Bank of America, San Francisco, is using the "hatty" lady in newspaper and outdoor advertising to promote its family credit card, Bankamericard. Johnson & Lewis is the agency.*

Pacific National Names Grover; Adds Prentice Account

John C. (Jack) Grover has joined Pacific National Advertising Agency as manager of the Spokane office. Mr. Grover was formerly vp and director of sales of Hayward-Larkin Co., Spokane.

Pacific National's Portland office has been named to handle advertising for E. V. Prentice Co., plywood manufacturer and distributor.

There's No Substitute
For Farm Editorial Content

TOTAL Farm
Editorial Content
in Kansas Farm Papers

Year 1959

Kansas Farmer	Kansas Edition Weekly Star Farmer
21,743 inches	58,007 inches

1st 6 Mo. 1960

Kansas Farmer	Kansas Edition Weekly Star Farmer
11,852 inches	27,815 inches

The Best Reason
WHY

Weekly Star Farmer
is the
BEST BUY
for
KANSAS
Farm Coverage

- Dynamic Editorial Content
- Proved Commercial Farm Coverage

Write for the "PROOF"

Weekly Star
Farmer
Published in Kansas City, Mo.

TV Set Saturation Now 88% of All U. S. Households: Census

WASHINGTON, Sept. 6—Tv set saturation crept up to 88% of all households by May, 1960, according to the Bureau of the Census.

The estimate, based on a nationwide sample study, compares with 86% saturation in May, 1959, and 83% in January, 1958.

The bureau has been making the studies at six to 12-month intervals since June, 1955, at the request and expense of the Advertising Research Foundation. When the first study was made it showed a 67% saturation.

■ The new study showed an increase from 8% to 11% in the households with more than one tv set, and the bureau said it believes that for the first time the percentage of households acquiring additional tv sets exceeds the percentage acquiring a first set. It said this is "reasonably to be expected" for a product whose potential market for first sets has declined to 12% of all households.

According to the latest study, regional differences in set saturation are continuing to narrow.

The most saturated area, the Northeast, was unchanged at 92%. The north central region and the West were next, with 89% and 87% respectively, a 1% gain for each. The South still trailed, with only 82% saturation, but this was a 3% gain. #

Consolidated Buys Controlling Stock of Charles E. Hires

Consolidated Foods Corp., Chicago, has purchased controlling stock of Charles E. Hires Co., Philadelphia, largest and oldest root beer manufacturer, for an undisclosed sum. Consolidated said Hires would continue operations under present management. Hires' sales for the fiscal year ended last Sept. 30 were $9,214,532 and earnings were $383,747. Consolidated's sales for its fiscal year ended June 30 reached a record high of $424,888,784 and earnings were $7,170,309.

Garberson to 'Reader's Digest'

John W. Garberson, formerly with N. W. Ayer & Son, has joined the advertising promotion department of *Reader's Digest*, New York.

Sandercock to Detroit on 'SI'

Vincent J. Sandercock, formerly with *Life*, has been shifted to the Detroit sales office of *Sports Illustrated*.

who?
what?
where?
when?
why?
and how!

First Beer Ads Appear on TV as Ontario Relaxes Code

TORONTO, Sept. 6—The first brewery-sponsored television programs have been shown on the Canadian Broadcasting Corp.'s eastern network in Ontario.

"Great Movies," partially sponsored by Molson's Brewery, was the first. The second, televised over CBLT, Toronto, was "Sports Views," sponsored by Labatts.

Beer advertising has entered television under the new Ontario code, introduced a few months ago.

Ottawa has also had its first look at brewery-sponsored programs.

Brewery-sponsored programs also are showing in Quebec, but that province has had wide-open beer advertising for a long time. No brewery advertising is being shown in the Maritimes.

■ The Ontario liquor code regulations are still stringent, and breweries are restricted to three 12-second announcements in a half-hour program. Products cannot be shown. The brewery can show its trademark, but not on a bottle.

CBC officials said they had no idea how many breweries and distillers would consider it worth while to buy tv time under the Ontario code.

The Ontario code requires no change in the regulations laid down by the Board of Broadcast Governors. Beer advertising has been permitted, subject to specific BBG restrictions and permission of provincial authorities. #

Joins National Telefilm

Larry Lowenstein, formerly executive director of the New York office of Rogers & Cowan, public relations company, has been appointed director of public relations for National Telefilm Associates, New York, tv film distributor. He replaces Jerry Franken, who elected to stay in Beverly Hills when the company moved its headquarters back to New York.

Erickson to McCall Corp.

Thurman C. Erickson, formerly with Servomechanisms Inc., Los Angeles, has joined McCall Corp., New York, as vp in charge of industrial relations and personnel, a new title.

Sheehan to 'Esquire'

Bill Sheehan, formerly with Manhattan Shirt Co., has joined the New York sales staff of *Esquire*.

'ow to save ze money
—weeth Logistics!
North American

LOGISTIQUE—*This ad featuring Genevieve, the second in a series being run by North American Car Corp., Chicago, will appear in September and October issues of Chemical Week, New York Journal of Commerce, Railway Age, Traffic World and Wall Street Journal. Roche, Rickerd & Cleary, Chicago, is the agency.*

Smith Acquires 'Lighting'

W. R. C. Smith Publishing Co., Atlanta, will acquire *Lighting* from Krieger Publications, New York, effective with the October issue. Krieger has published *Lighting* since its inception in 1921.

You

should buy 20-second announcements and IDs

on the five CBS Owned television stations

during the prime evening hours

because you'll reach 31% more homes than with the same schedule on the second (Network B) stations... 34% more than on the third (Network C) stations.

No question about it. Call CBS Television Spot Sales.

SOURCE: Latest (June) ARB, Sunday through Saturday; 7:30-11 pm in New York, Philadelphia and Los Angeles, 6:30-10 pm in Chicago and St. Louis; average of homes delivered by the CBS Owned stations versus the other network-programmed stations in the same five markets.

STATIONS: WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis. Operated by CBS Television Stations, A Division of Columbia Broadcasting System, Inc.

There's No Substitute For Farm Editorial Content

TOTAL Farm Editorial Content
in Missouri Farm Papers

Year 1959
Missouri Ruralist 22,831 inches
Missouri Edition Weekly Star Farmer 56,323 inches

1st 6 Mo. 1960
Missouri Ruralist 11,210 inches
Missouri Edition Weekly Star Farmer 27,856 inches

The Best Reason WHY

Weekly Star Farmer is the BEST BUY for MISSOURI Farm Coverage

• Dynamic Editorial Content
• Proved Commercial Farm Coverage
Write for the "PROOF"

Weekly Star Farmer
Published in Kansas City, Mo.

Grimason Joins Donnelley Corp. Donald Grimason, formerly western manager of *Puck—The Comic Weekly*, has joined the Reuben H. Donnelley Corp., New York, as customer relations representative.

4 COLOR PROCESS
LITHOGRAPHY
in
ONE WEEK

- Ad Pre-prints
- Market Testing
- Sales Meetings

VAN BUREN OFFSET, Inc.
1821 W. Berteau Ave. • Chicago 13
DIversey 8-5844

Day's Ads in Trade, Consumer Books Push Edelweiss Ski Wear

TACOMA, Sept. 7—Using the new theme, "All in a Day's play," Day's Tailor-d Clothing will launch its spring, 1961, lines in business publications this fall and in consumer publications next spring.

In addition, Day's affiliate, Seattle Woolen Co., will use ski publications this fall to promote its Edelweiss brand of ski wear for men and women, with distribution in ski areas across the country.

Day's spring line will include slacks, walk-shorts, cotton casuals, and tropicals. Hollis Day, president, told ADVERTISING AGE that with productive capacity the greatest in the company's history and with an enlargement of the company's aggressive field sales staff, Day's is setting its organization for a record volume of business in 1961.

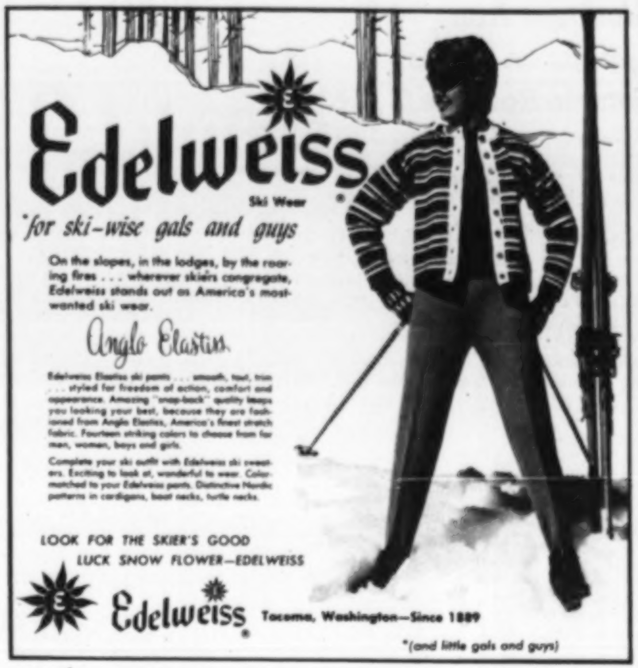
■ New lines for Day's will be announced to the trade with two-color double-truck ads in *California Stylist* and *Men's Wear* in September, October and November. Consumer advertising will appear between February and June in *Sunset Magazine* and in western editions of *Playboy* and *Sports Illustrated*. In addition, Day's will use *Golf Magazine* to promote its Gene Littler slacks.

■ Edelweiss ski pants and sweaters will get promotion via color pages in November and December in *Ski*, *Skiing*, and *Ski Life*. One-third-page b&w units also will be used this fall. Advertising will feature Anglo "elastiss" stretch fabric for ski pants.

Seattle Woolen's Sea Wolf line of boys' wear for next spring will be given its introduction to the trade this fall in *Boys' Outfitter* and *California Men's & Boys' Stylist*.

David W. Evans & Associates, Seattle, is the agency. #

DAY'S PLAY—*Seattle Woolen Co., affiliate of Day's Tailor-d Clothing, is using ads like this one to promote its Edelweiss ski clothes.*



Edelweiss
Ski Wear
*for ski-wise gals and guys

On the slopes, in the lodges, by the roaring fires . . . wherever skiers congregate, Edelweiss stands out as America's most-wanted ski wear.

Anglo Elastiss

Edelweiss Elastiss ski pants . . . smooth, taut, trim . . . styled for freedom of action, comfort and appearance. Amazing "snap-back" quality keeps you looking your best, because they are fashioned from Anglo Elastiss, America's finest stretch fabric. Fourteen striking colors to choose from for men, women, boys and girls.

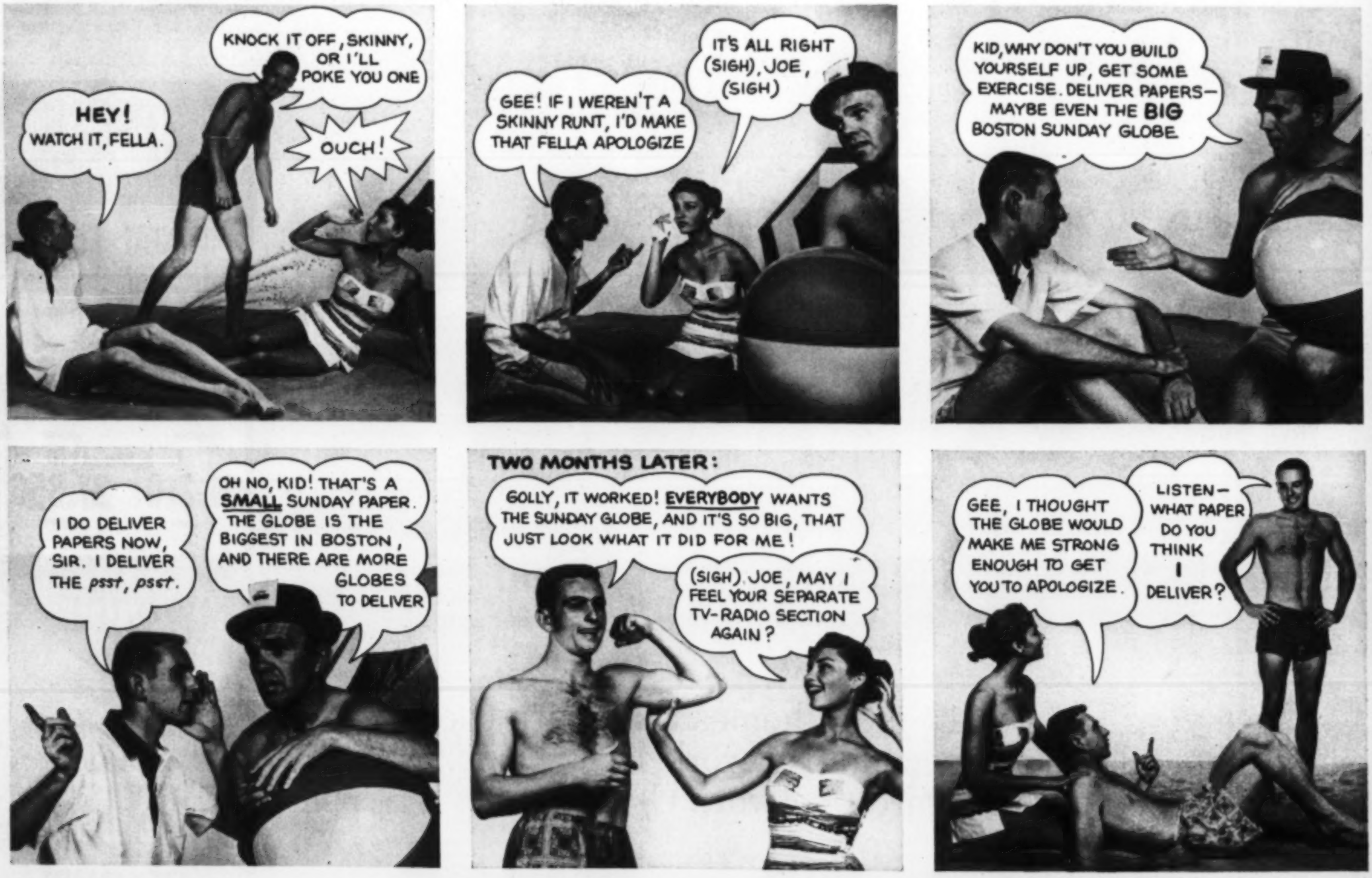
Complete your ski outfit with Edelweiss ski sweaters. Exciting to look at, wonderful to wear. Color-matched to your Edelweiss pants. Distinctive Nordic patterns in cardigans, boat necks, turtle necks.

LOOK FOR THE SKIER'S GOOD
LUCK SNOW FLOWER—EDELWEISS

Edelweiss Tacoma, Washington—Since 1889

*(and little gals and guys)

Boston Globe turns 96-page weakling into Boston Strong Boy


HEY! WATCH IT, FELLA.
KNOCK IT OFF, SKINNY, OR I'LL POKE YOU ONE
OUCH!
GEE! IF I WEREN'T A SKINNY RUNT, I'D MAKE THAT FELLA APOLOGIZE
IT'S ALL RIGHT (SIGH), JOE, (SIGH)
KID, WHY DON'T YOU BUILD YOURSELF UP, GET SOME EXERCISE. DELIVER PAPERS— MAYBE EVEN THE BIG BOSTON SUNDAY GLOBE
I DO DELIVER PAPERS NOW, SIR. I DELIVER THE psst, psst.
OH NO, KID! THAT'S A SMALL SUNDAY PAPER. THE GLOBE IS THE BIGGEST IN BOSTON, AND THERE ARE MORE GLOBES TO DELIVER
TWO MONTHS LATER:
GOLLY, IT WORKED! EVERYBODY WANTS THE SUNDAY GLOBE, AND IT'S SO BIG, THAT JUST LOOK WHAT IT DID FOR ME!
(SIGH). JOE, MAY I FEEL YOUR SEPARATE TV-RADIO SECTION AGAIN?
GEE, I THOUGHT THE GLOBE WOULD MAKE ME STRONG ENOUGH TO GET YOU TO APOLOGIZE.
LISTEN— WHAT PAPER DO YOU THINK I DELIVER?

Friend, unless you're solid muscles between the ears, there's a message in this for you. The Boston Globe is Greater Boston's biggest Sunday paper by far — biggest in size and biggest in circulation. We've got the opposition KO'ed. More people — more people by better than a *hundred thousand* — read The Globe on Sunday. (Which proves our point, if you think about it, that the Morning Edition of the daily Globe and the Evening Edition have practically no duplicated circulation.) Next time you're scheduling New England, try *our* Sunday punch.

The Boston Globe gives you more of everything
...especially readers

A MILLION MARKET NEWSPAPER • NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO

● IS THE SPOT... This picture will give you a pretty fair idea of your sales target at any manufacturing plant. The bullseye is your sale. Note: There's *no one man* standing on the spot. Many men, all around the rim, must be in your sales sights. Specifically, the men who manage plant operations, with varying titles and talents, but sharing the responsibility of running the plant, and *buying what's needed* to keep it running. And that's about everything from nuts and bolts to machine tools and hand soap. Over 70,000 of these men pay to get FACTORY every month. It is the only businesspaper published exclusively for them.

FACTORY

McGRAW-HILL PUBLISHING COMPANY 330 WEST 42nd STREET NEW YORK 36

Honeymoon Over for TV Specials, but Blue Chip Advertisers Schedule 62

Now Show Must Have News Event, Unexploited Star or Format Novelty

By Maurine Christopher

NEW YORK, Sept. 7—After 1959-'60's not-altogether-successful outpouring, television specials will be served more sparingly by the networks this season.

Though the decrease in quantity doesn't necessarily mean an increase in quality, the relative restraint may in itself help to restore some of the excitement to this form of television. If the promotion is concentrated on the super shows that (1) represent a try for something out of the ordinary and a departure from the regular fare; (2) spotlight an event that is in itself newsmaking; or (3) focus on top performers who rarely if ever have been seen before on tv, specials may again become special, in the sense that viewers look forward to them as a break in the routine.

It is the second category most of all that gives tv the kind of fillip that is needed to re-attract the intellectuals and sophisticates, who do not like the sameness of tv's regular favorites, and to stir up the faithful viewers, who enjoy seeing the big talk-making events on their home screens.

■ The specials season already has started with a flourish, as the healthy, handsome athletes were battling it out for the much sought after gold medals at the summer Olympics in Rome. If the ratings are as good as those drawn by the winter games, the flock of sponsors on CBS and those signed locally by affiliates will have got quite a buy.

Following the runners, jumpers and swimmers on tv's special events schedule will be some equally dedicated men, competing for much higher stakes—political office. It should be fascinating to watch the Presidential hopefuls, Richard Nixon and John Kennedy, debate the principal issues of our times before the all-seeing eye of the tv camera.

And for the insatiable political buffs, there will be plenty of other election year shows, ranging from the paid party appearances for local, state and national candidates, to interview programs, to the special Westinghouse campaign report series.

■ On the more frivolous side, viewers can look forward to the excitement of major video debuts for two leading entertainment figures—John Wayne and Debbie Reynolds, both of whom will be seen on ABC. Mr. Wayne's program will be built around his new movie, "The Alamo."

Miss Reynolds, who created a sensation in a pre-tv wrestling bout with Jack Paar last year, will accentuate variety.

Longtime holdout Danny Kaye also has been lured in by the big money—in this case, General Motors' money. Mr. Kaye's only previous exposure was in a special around-the-world film made on behalf of UNESCO.

Thanks to a partial buy by one of its old sponsors, Aluminum Ltd., "Omnibus" will come back to the medium after a year's absence. This program is scheduled for a late afternoon time period on NBC.

Talent Associates sold John H. Breck Inc. on a scheduling innovation. Breck will present a "Family Classics" series of six two-instalment programs, each pair of instalments to be aired on successive nights. Literary masterpieces will be dramatized on this series.

■ Defining this type of programming becomes more difficult with the passage of time. In the old days, when specials were called spectaculars, they generally were 90-minute live color shows and (in aim at least) of a blockbusting nature. No more than a show a month was scheduled for any particular series of specs.

Now like nearly everything else on the tv screen, the entertainment specials are most often recorded; either on tape or film.

"Those big stars don't want to work live now that we have live tape," one programming specialist noted. Current specials usually run a half-hour or an hour.

As to content and form specifications, as one telecaster puts it, they sometimes call the show a special when the advertiser changes his regular format and decides to spend more money for the show.

■ Most of the sponsor support comes from repeaters. The automotive companies continue to choose specials for their image-making and promotional pluses, as well as for the big circulation delivered. Among the established returnees: Bob Hope for Buick, Fred Astaire for Chrysler, Victor Borge for Pontiac and Bing Crosby for Oldsmobile.

One of the biggest disappointments of the 1959-'60 year was Ford Motor Co.'s weekly "Startime" series on NBC, which never quite seemed to come up with programs worthy of its sub-title "TV's Finest Hour." But Ford is not disenchanted with the idea of specials and has several coming up on CBS, one of which will be a Christmas afternoon repeat of the Marian Anderson "Startime" show.

Purex, one of the biggest boosters of off-beat, non-formula television, has been using specials on NBC on a continuing basis. Reruns of earlier choice programs were repeated during the summer. Daytime specs will be mixed with the nighttime vehicles during the new season.

■ Specials' budgets tend to move around from network to network due to the highly competitive bidding. ABC's biggest chunk of specials money will come from a former CBS client, Bell & Howell. The first of the Bell & Howell series of 15 shows will be televised late this month. Titled "Cast the First Stone," it will concentrate on

people
respond
to
WHAS·TV

Fisbie Fun
Book
11

25,000 coloring books bought by WHAS Televiewers

Late in 1958, WHAS-TV produced a 52-page Fun Book featuring FISBIE, the Channel 11 character who represents the station's slogan, "Foremost In Service, Best In Entertainment." The book contained program promotion slide art, plus sketching games, safety, study and health reminders along with drawings of two WHAS-TV personalities, Randy Atcher and Cactus Tom Brooks. The coloring books were available only through WHAS-TV at 25 cents each.

In seven weeks, more than 25,000 FISBIE FUN BOOKS were bought by WHAS Televiewers.

Only a station that concerns itself day in and day out with the interests of its community can earn the respect that moves people to respond.

prejudice outside the South. Breck's money in turn has shifted from ABC to CBS, while Revlon will present specs on at least two networks.

The specials lineups change from day to day. One of the advantages of the big one-shot tv attraction is that the advertiser can time his appearance to meet his particular changing needs. Network salesmen are always on the alert for some unallocated ad funds that can be channeled into an unsold spec.

■ The accompanying charts cover only the sponsored specs definitely scheduled as of late August. These charts are a good starting point, but they are by no means complete. Network totals don't stay constant long enough to get them into print with full validity.

ABC has fewer such shows than the other networks, NBC, which created this form of programming in the days of Pat Weaver, appears, by NBC's count, to have the edge on CBS in total number of big shows scheduled. In amount of color specials. NBC is 'way ahead of the field; ABC still does not air color, and CBS has only two tint specials set so far. About 90% of the NBC specials will be in color. ≠

TV Specials: '60-'61

(Scheduled as of Aug. 25)

ABC

Date	Program	Sponsor	Agency
Sept. 27	Cast The First Stone (First of series of five one-hour and 10 half-hour specials)	Bell & Howell	McCann-Erickson
Oct. 4	Pre-World Series Show	Union Carbide	William Esty Co.
5	Bing Crosby Show	Oldsmobile	D. B. Brother & Co.
6	Victor Borge Show	Pontiac	MacManus, John & Adams
13	Money Raisers	Bell & Howell	McCann
27	Debbie Reynolds Show	Revlon	Grey Advertising
Nov. 14	John Wayne Show	Pontiac	MacManus, John & Adams
Jan. 2	Tournament of Roses	Quaker	Lynn Baker Inc.
22	Crosby Golf Tournament	Oldsmobile	Brother
March 16	Bing Crosby Show	Oldsmobile	Brother
Date Not Set	Water Pollution	Bell & Howell	McCann
Date Not Set	Look at Haiti	Bell & Howell	McCann

CBS

Date	Program	Sponsor	Agency
Aug. 26-Sept. 12	Summer Olympics	Atlantic Refining	N. W. Ayer
		General Mills	Knox Reeves
		P. Lorillard	Lennen & Newell
		Burgermeister beer	BBDO
		Sandran	Hicks & Greist
Sept. 6	Miss America Parade	Philco	BBDO
10	Miss America Pageant	Toni	North Advertising
		Oldsmobile	Brother
		Philco	BBDO
12	Presidential Countdown (Premiere of weekly series of nine)	Westinghouse	Ketchum, MacLeod & Grove
30	Show of the Month (Premiere of series)	Du Pont	BBDO
Oct. 2	Love in America with Art Carney (Tentative title)	General Electric	BBDO
8	Phil Silvers	Carling Brewing	Benton & Bowles Lang, Fisher
9	Jackie Gleason	Speidel	Norman, Craig & Kummel
9	CBS Reports (First of 26)	Olin Mathieson (tentative)	Agency being selected
16	National Auto Show	Reynolds Metals	L&N
19	Lichman Musical Revue	U. S. Steel	BBDO
24	The Right Man	Travelers Insurance Cos.	Young & Rubicam
26	Tomorrow (First of Series)	Am. Machine & Foundry	Cunningham & Walsh
28-29	Family Classics (First in series of six two-hour successive night shows)	John H. Breck Inc.	Reach, McClinton
30	Danny Kaye	General Motors	Campbell-Ewald Co.
Nov. 13	General Electric Educational Special	GE	BBDO
13	Harry Belafonte	Revlon	Grey
16	Show of the Month	Du Pont	BBDO
30	Red Skelton	Timex	Grey
Dec. 1	Family Classics	Breck	Reach, McClinton
11	Wizard of Oz (Third run on tv)	Benrus	Grey
		Stephen F. Whitman & Son	N. W. Ayer
13	Show of the Month	Du Pont	BBDO
25	Ford Christmas Special	Ford	JWT
Jan. 8	Philharmonic Young People's Concert (First of four)	Shell Oil	Ogilvy, Benson & Mather
9-10	Family Classics	Breck	Reach, McClinton
18	Show of the Month	Du Pont	BBDO
22	Unannounced show	Ford	JWT
Feb. 5	Young People's Concert	Shell	Ogilvy
8-9	Family Classics	Breck	Reach, McClinton
18	Show of the Month	Du Pont	BBDO
26	Unannounced show	Ford	JWT
March 14	Show of the Month	Du Pont	BBDO
17-18	Family Classics	Breck	Reach, McClinton
19	Young People's Concert	Shell	Ogilvy
April 9	Young People's Concert	Shell	Ogilvy
14	Red Skelton	Timex	Grey
20	Show of the Month	Du Pont	BBDO
24-25	Family Classics	Breck	Reach, McClinton

Note—Sold but with no definite date set yet are two more Revlon shows, a second for Belafonte and an Ingrid Bergman telecast; three more for GE, and four for U. S. Steel, which will run them in its regular alternate week time spot. Omitted from this chart are the Ed Sullivan (Colgate and Kodak) shows to be telecast this year from various parts of the U. S. These will be ballyhooed in much the same fashion as the specials, but they are a part of the long-running, high-rating regular Sullivan series.

NBC

Date	Program	Sponsor	Agency
Sept. 20	Dow Hour of Great Mysteries	Dow Chemical	MacManus, John & Adams
27	Dow Hour	Dow	MacManus
28	Fred Astaire Show	Chrysler	Leo Burnett Co.
30	Bell Telephone Hour (First of series of 16 one hour shows)	AT&T	N. W. Ayer
Oct. 3	Bob Hope	Buick	McCann-Erickson
4	Rivak the Barbarian	Purex	Edward H. Weiss Co.
7	Eleanor Roosevelt Program	Eleanor Roosevelt Cancer Foundation	Parkson Agency
11	Donald O'Connor Show	Brewers Foundation	J. Walter Thompson Co.
18	Dow Hour	Dow	MacManus
21	Our American Heritage	Equitable Life	FC&B
21	All Star Circus	Timex	W. B. Doner & Co.
22	Bob Hope	Buick	McCann
24	Shangri-La	Hallmark	FC&B
25	Robert Alan Aurthur Drama	Purex	Weiss
Nov. 1	Dean Martin	Speidel	Norman, Craig
13	Omnibus	Aluminium Ltd.	JWT
14	Story of a Family	Ocean Spray Cranberries	BBDO
15	Dow Hour	Dow	MacManus
16	Bob Hope	Buick	McCann
17	Holiday on Ice	Top Value	Campbell-Mithun
20	Macbeth	Hallmark	FC&B
22	The Ragtime Years	Purex	Weiss
24	Thanksgiving Parade	Lionel Corp.	Grey
		Ideal Toy	Grey
Dec. 2	Our American Heritage	Equitable Life	FC&B
Dec. 6	David Susskind & Comedy Round Table	Lanvin Parfums	North Advertising
12	Bob Hope	Buick	McCann
16	Golden Child	Hallmark	FC&B
21	Acceptance of Christ	U. S. Steel	BBDO
Jan. 1	Omnibus	Aluminium Ltd.	JWT
2	Tournament of Roses Parade	Minute Maid	Ted Bates & Co.
11	Bob Hope	Buick	McCann
13	Our American Heritage	Equitable	FC&B
Feb. 5	Omnibus	Aluminium Ltd.	JWT
7	The Time Remembered	Hallmark	FC&B
15	Bob Hope	Buick	McCann
March 5	Omnibus	Aluminium Ltd.	JWT
18	Bob Hope	Buick	McCann
26	Omnibus	Aluminium	JWT
26	Hall of Fame	Hallmark	FC&B
April 12	Bob Hope	Buick	McCann
16	Omnibus	Aluminium	JWT
May 5	Hall of Fame	Hallmark	FC&B

WHAS·TV
CHANNEL 11
LOUISVILLE

Foremost In Service, Best In Entertainment

316,000 Watts • CBS-TV Affiliate • Victor A. Sholis, Director • Represented Nationally by Harrington, Righter & Parsons, Inc.

it's a Fact

THE MONTREAL STAR
led ALL evening daily newspapers on the continent in general linage for the first six months of 1960 and was third among ALL daily papers, topped only by the Chicago Tribune and the New York Times. (Media Records)

The Montreal Star

Represented nationally by
O'Mara and Ormsbee Inc.

personal

Will Millie T. please contact Tillie Z who's willing to take back everything except what she said about Mannequin shoes. Tillie Z still believes they're the most wonderful shoes ever. See for yourself today at

STORE NAME

lost

A 1960 Cadillac Convertible with 2 pairs of new 1960 Mannequin shoes on the front seat. Keep the car — but return the shoes. Come see more Mannequins for Fall . . . at

STORE NAME

SHOES FOR SALE—*Mannequin Shoes, a Genesco division, laments that shoe advertising "lacks freshness and vigor and has too much of a look of sameness." Hence it is including in its mat service to retailers a series of classified-type ads like these. Mervin & Jesse Levine Inc. is the agency.*

Harold C. Walker Moves

Harold C. Walker Advertising, Minneapolis, has moved to larger quarters in the Plymouth Bldg.

Armstrong Book Tells How to Plan Attack on Problem

NEW YORK, Sept. 9—"From the beginning of recorded history the ablest among men have solved problems not so much by knowledge of facts as by their ability to reduce problems to their essentials and work their way through them in an organized and imaginative manner."

This is the thesis of a new book by Frank Alexander Armstrong, president of Communications Affiliates, a unit of McCann-Erickson.

The book, "Idea-Tracking" (Criterion Books, New York, $4.95), published today, centers around five basic steps which the author says are necessary for intelligent thinking and problem solving. He lists them as:

- Assessing the situation.
- Defining the problem.
- Use of the subconscious in creativity.
- The idea-producing session.
- Selecting the best idea.

▪ After explaining the five-step method, and giving examples of how it works, Mr. Armstrong devotes a chapter to criticizing "brainstorm" sessions.

He lists three "major flaws in brainstorming that will eventually inter it:

- "It is wasteful because, having no basis in logic, it cannot repeat itself methodically; it discourages penetrating thought and actually inhibits creative thinking."
- "It is destructive of personality because, in giving a person's ideas to others to tinker and toy with before they are even fully developed, it robs the creative man of both material reward and the richest reward in the world of creativity: The immense personal satisfaction of successfully solving a problem."
- "It promotes conformity of thought and destroys the independence of judgment that marks the creative thinker." #

Southern Comfort Expands Recipe Book Campaign

Due to the success of its recipe book advertising campaign, now in its third year, Southern Comfort Corp., St. Louis, will run a completely revised 12-page book containing recipes for 32 drinks in all 56 editions of the Nov. 12 issue of *TV Guide*. In addition, a new "After-Sports" recipe book will bow in the October issue of *Outdoor Life* and the December issue of *Argosy*.

Polymed Names Allmayer

Polymed Laboratories, Tulsa, has appointed Allmayer, Fox & Reshkin Agency, Kansas City, to handle advertising for Benefit Denture Adhesive.

Sell the market where buying begins through

AMERICAN GIRL

For over 40 years America's quality magazine for teen-age girls.

Check AMERICAN GIRL's high ratings in the 1960 Starch Consumer Magazine Report.

- Median age of primary reader — 16.2
- 871,000 readers are 12 years old and over
- 4.38 persons per household
- Median income — $6,678
- 77.9% own their homes
- 91% own one or more autos
- 96.4% own one or more radios
- 78.2% own one or more record players
- 89.3% own one or more still cameras
- 44.5% own a dog
- 40 readers per 100 copies attended movies last week
- 67.5% spend $25 and more on food per week
- 30.9% spend $35 and more on food per week

750,000 guaranteed A.B.C. Circulation
(effective January 1961 issue)

Additional research studies available on Hosiery, Shoes, Baking and Christmas Gifts

The AMERICAN GIRL
830 Third Avenue New York 22, N. Y. PLaza 1-6900

PUBLISHED BY GIRL SCOUTS OF THE U.S.A.

Leslie markets it... LOOK sells it

IODIZED
LESLIE SALT
LOOK
NEW ENGLAND

"Our continuing sales growth stems in no small measure from our advertising in LOOK's Magazone, which we regard as one of the boldest, most important new concepts in the media field," says R. W. Murphy, Vice-President Sales, Leslie Salt Co.

Leslie, a West Coast condiment company, recently selected LOOK as exclusive medium for an ad campaign introducing housewives to "the handiest, handsomest salt package that ever prettied up a kitchen." The campaign was launched with a four-color bleed spread in LOOK Magazone 7 (West Coast) and has continued with four-color full-page insertions in the same Magazone.

According to Sales Vice-President Murphy, LOOK was chosen to carry the new series of ads because of its high efficiency in household delivery and its prestige at the retail level. "And it was a happy choice," he adds. "Our sales and share of market are both on the increase."

In the past five years, LOOK has gained more circulation *and* more advertising revenue *and* more advertising pages than any other magazine in its field. One reason for this vitality is LOOK's outstanding record in producing sales results. **For LOOK means sales.**

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Lady Douglas-Hamilton Is Really American, He Points Out

To the Editor: Your editorial, "When 'Good Taste' Smells Fishy" (AA, Aug. 15) is an invitation to have Lady Malcolm Douglas-Hamilton take a big fat swing at you for not looking further into her own background. [Our editorial commented on an award of good taste given the Sheraton Hotels by the American Institute of Approval headed by Lady Douglas-Hamilton, and questioned the "good taste" of titled Britishers deciding what is good taste in America.]

Lady Malcolm Douglas-Hamilton, in the event that you haven't been brought up-to-date on New York social notes, is Natalie Wales Latham Paine, former founder and moving spirit behind the wartime movement known as Bundles for Britain.

In fact, the *New York Daily News* on Aug. 10 ran a small news note about the Hotel Sheraton-East's plan to obtain the services of Lady Malcolm Douglas-Hamilton as a "long-range consultant" on certain social events.

And really, you must not be too hard on Lady Douglas-Hamilton for her using titles, as she is admittedly one of the country's leading Anglophiles.

In fact, she has been awarded the order of the British Empire, a medallion she frequently likes to wear at social events.

But make no mistake, Anglophile or not, Lady Douglas-Hamilton has "made in America" stamped all over her.

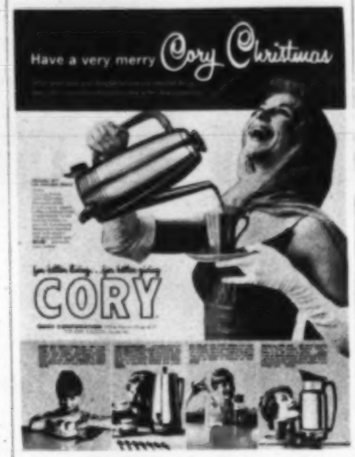
Thomas J. McNeil,
Manager, Tractor/Loader Division, Eimco Corp., Salt Lake City.

So now we like the idea of her using a title to set up an "American Institute of Approval" even less.

• • •

National Safety Council Would Nix This Ad

To the Editor: I clipped this ad from the Aug. 22 ADVERTISING AGE which showed what Cory Corp. will be doing to promote its percolator for Christmas. I am impressed by one thing in this ad. Have you ever tried pouring coffee this way? I am quite sure that if the girl in this picture continued to pour coffee with the cup held high and while staring at the ceiling, she better quickly run out and get an asbestos bra—otherwise she is in serious trouble.

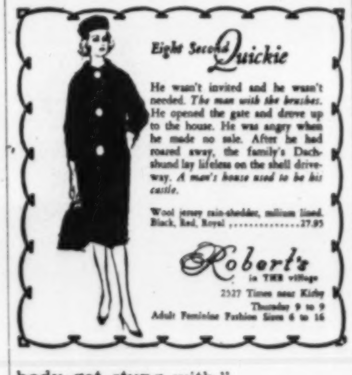


A. C. McCrea,
Villanova, Pa.

• • •

You Can't Brush Off the Salesman That Easily

To the Editor: [Here's an example of] "Advertising-that-somebody-got-stung-with."



Eight Second Quickie

He wasn't invited and he wasn't needed. *The man with the brushes.* He opened the gate and drove up to the house. He was angry when he made no sale. After he had roared away, the family's Dachshund lay lifeless on the shell driveway. *A man's house used to be his castle.*

Wool jersey rain-shedder, milium lined. Black, Red, Royal 27.95

Robert's
in THE village
2527 Times near Kirby
Thursday 9 to 9
Adult Feminine Fashion Sizes 6 to 16

My wife wouldn't even go *talk* to them about their wool jersey rainshedder.

Don Hinkle,
Gulf States Utilities Co., Beaumont, Tex.

• • •

Can Agencies Buy and Sell Accounts Like Fish? He Asks

To the Editor: A headline in your Aug. 22 issue reads, "Grant Purchase of Boston Agency Nets 72 Accounts."

I wonder!

On the books, and for the records, yes. It happened. Q.e.d.

But, do we in this business buy and sell accounts like . . . like *fish* (if we can stay with the net analogy for a minute)?

Accounts are made up of *people*. I'm sure some are flattered when their business goes to a larger agency. Others become disillusioned.

But that isn't the question we're discussing.

The question is do *people* like to be bartered—like fish? When do they get up on their fins and rebel?

James B. Zabin,
Loewy Stempel Zabin Inc., New York.

• • •

Ted Bates B&W Lineup Revised

To the Editor: Your Aug. 29 issue giving details of the operations of the top 100 advertisers is fascinating. It is masterfully annotated. I plan to keep it handy for future reference.

In your write-up of the Brown & Williamson Tobacco Corp., however, the Ted Bates account organization is rather dated. In the event that you may have occasion to refer to this group structure again, I am attaching a listing which is correct . . .

Thanks for a mighty fine issue—a compliment that is by no means infrequently deserved.

Alan B. Miller Jr.,
Ted Bates & Co., New York.

The Ted Bates & Co. lineup of those working on the Brown & Williamson account should read as follows: Archibald M. Foster, senior vp and group head; Howard Black, vp and group supervisor-staff; David C. Loomis, vp and group supervisor-operations; Bruce Crawford, account executive, Kentucky Kings, Tube Rose snuff; John Doherty, vp and account supervisor, Kool, Belair, B&W corporate, trade; Edward Lonergan, account executive, Kool, trade; Robert Long, account executive, Belair, B&W corporate; Alan B. Miller Jr., vp and account supervisor, Viceroy, Life, du Maurier overseas; John Doble, account executive, Viceroy, Life, du Maurier, overseas; Albert W. Reibling, assistant vp and account executive, budget control-all brands, broadcast administration-all brands.

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Admen Err in Impinging on Unfamiliar Political Ground

To the Editor: May I add one final word on Leo Burnett's recent invitation to three political leaders to learn about advertising? As an

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"CUTTING THROUGH THE METAPHORS"

By Kai Jorgensen, President Hixson & Jorgensen, Inc.

There's been quite a bit written and said in the past few years about corporate advertising. • Too much, I suspect. • Some of the conversation gets pretty abstract. But, if we can cut through all the metaphors, there is a pretty fundamental point that can be made. • *Tell your friends first.* • It's good judgment and good manners. • Before you tell the world about the new product, wait a minute . . . • There's your banker. He'd like to know. He'd be impressed, too. And that never hurt anyone. • Then there are your stockholders, your underwriters . . . key people for corporate financing. (And money is the reason corporations are in business!) • They'd like to know. • So, it's really not terribly mystical. It seems like reasonably good sense to advise our clients that whatever they're up to—products, services, construction, expansion—anything that means change . . . • tell your friends first.

SPONSORED BY BARRON'S, THE NATIONAL AND FINANCIAL WEEKLY

$ $ $ $ $ $ $ $ $

$ $ $ $ $ $ $ $ $

DOUBLE CONCENTRATION....
FOR REAL ADVERTISING POWER

Know why your corporate campaign gets more selling power in Barron's? Because in Barron's you get *two* kinds of concentration for advertising effectiveness:

First, there's *audience* concentration. More than 100,000 influential investors, businessmen and financiers read Barron's every week. These readers, with average annual incomes of more than $20,000 each (average net worth, nearly $200,000 each!)* are the significant core of the business and financial communities. They are the people others will ask about your company; their opinions are sought at the top management level in banks, brokerage offices and industrial corporations.

In Barron's, your advertising message gets *reader* concentration, too. This publication, with its editorial emphasis on complete reporting, absorbs the reader thoroughly. There are no quick summaries in it, no pictures. The average issue of Barron's is less than 60 pages long—yet 5 out of 6 subscribers give it 30 minutes or more of their attention, about one-third of the subscribers usually devote an hour or more!*

Reap the advertising benefits of Barron's unique importance to its important readers. Use this National Business and Financial Weekly to tell *your* corporate story.

* These facts from a survey of Barron's subscribers by Benson and Benson, independent research specialists. For an easy-to-read booklet, summarizing the results of this survey, write or call any Barron's office.

BARRON'S
. . . where advertising, too, is read for profit!

NEW YORK 50 Broadway
CHICAGO 711 W. Monroe St.
BOSTON 388 Newbury St.
LOS ANGELES 2999 W. 6th St.
CLEVELAND 1325 Lakeside Ave.

$ $ $ $ $ $ $ $ $

advertising man I agree wholeheartedly with him. The anti-advertising speeches by all three men show what happens when a man impinges on a field about which he knows very little.

As an advertising man strongly interested in politics, however, I should like to point out that the reverse of this incident can happen too.

In the 1959 mayoral campaign in Chicago a number of otherwise solid Republicans (including some admen, Leo Burnett among them) publicly announced their support of Mayor Richard J. Daley, a Democrat.

Now I have no quarrel with a person's right to vote for anyone he chooses. My contention is this—that anyone with any political knowledge should have known that Mayor Daley would win reelection without the support of these prominent men. The only end they achieved was to add to the demoralization of the party to which they admittedly belonged. By acting in what they must have felt was a non-partisan, public-spirited fashion for the betterment of the City of Chicago, they only succeeded in further undermining the two-party system, which, with its inherent checks and balances, is the best and healthiest political situation for any form of government.

These men know advertising thoroughly; they know practical politics but sketchily. Before they venture into the field again, it is to be hoped that they research it more carefully to be sure that the immediate gains do not result in destruction.

Raymond Chan,
Perrin-Paus Co., Chicago.

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He Fears Mr. Lansdale May Believe Own Press Release

To the Editor: I enjoyed your Aug. 22 Page 3 story on the Lansdale agency—feeling it had the proper light and tongue-in-cheek touch—until I saw Mr. Lansdale's letter on Page 60 of the same issue.

[The story quoted a release which indicated Lansdale had acquired new accounts in line with reasons employes gave for wanting a raise. The letter took AA to task for interpreting the Republican convention remarks of Gov. Stratton of Illinois as being anti-advertising.]

Now, I very much fear Mr. Lansdale really believes his own press release, as quoted in full by AA. First, my sympathy for his agency employes who need a raise to "buy a new suit" or "carry more insurance."

A man in his early forties can buy about $10,000 worth of renewable term from the insurance firm mentioned in the release for about $125 annually. I'm sure, after all the research, the agency can afford a better raise. As to suits—you can get a pretty good one, in the $80-$100 range. Less at sale time. Does the fellow needing insurance get a bigger raise than the chap with a shiny seat?

But the last is the best. "My family would like to become accustomed to consuming more liquor." To quote from Mr. Lansdale's letter to the editor, he has, in his release, "with a fine disregard for consistency" ridiculed advertising agency procedure.

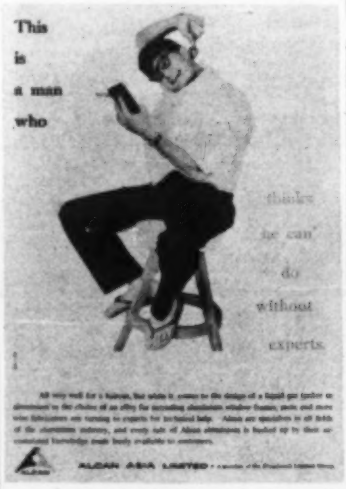
I would assume that somewhere along the line, the release writer felt it best to refrain from quoting the bachelor at the Lansdale agency who asked for a raise because he "wanted to spend more time with women." Or can't the agency find a call-girl account?

Milton Riback,
Public Relations, Milton Riback, New York.

• • •

Is Ad Harbinger of Do-It-Yourself Demise?

To the Editor: Is the do-it-yourself trend ending at last? The Alcan ad from *Time* (Pacific Edition) seems to imply as much; that is, so far as designing liquid gas tankers is concerned. More and more wise fabricators are turning to the experts in this field—even as you and I when attempting to fix the furnace downstairs.



Apropos of the head, would you say that the man who thinks he can do without experts wrote this copy before, or after giving himself that haircut?

Robert A. Robinson,
International Advertising Bureau, Dentsu Advertising Ltd., Tokyo.

After All, This Is the Age of Wonder Drugs

To the Editor: Attached is what I think to be a perfect example of the speed at which modern medicine is able to cure the ills of mankind almost simultaneously.

Not only are they able to provide "anorectal comfort" to the patient illustrated in the ad on Page 23 of the August issue of *MD*, but also, with the same patient 50 pages later, they are able to make sure "all's quiet on the ulcer front."

James R. Sterling,
Erwin Wasey, Ruthrauff & Ryan, Los Angeles.

anorectal comfort
Anusol
Anusol-HC

25
service
—but all's quiet on the ulcer front
GELUSIL

Fabric Ads Have His Unbounded Admiration

To the Editor: Your three panels (Page 75, Aug. 22) of the D. D. Simon-Milliken Woolens fabric displays shook me up.

If a *fabric* house and agency can come up with something as fresh and different and interesting as *that*, it behooves me (and other bank admen) to stir their stumps.

Please pass along my unbounded admiration, for whatever it is worth!

Mert Reade,
Advertising Director, Valley National Bank, Phoenix.

It's true that people make markets, BUT they do not become customers until they are **REACHED and SOLD**

in **AKRON**
only the **BEACON JOURNAL**
can do the job!

Here are the facts about the Akron Beacon Journal Area of Influence.

a 1 billion 400 million* DOLLAR MARKET

POPULATION . . . 745,660
FAMILIES 220,734

TOTAL BEACON JOURNAL CIRCULATION:

DAILY	SUNDAY
165,373	175,773

Plan your sales promotions in Akron's ONLY daily and Sunday newspaper and be sure your messages go home. It costs but 40c per line with spot or full ROP color available in all issues.

TOP TEN BRANDS

1 Color and Black
2 Colors and Black
and Full Color
available in all Daily and Sunday issues

*Source 1959 Sales Management Survey of Buying Power.

AKRON BEACON JOURNAL
"Ohio's Most Complete Newspaper"
JOHN S. KNIGHT, Publisher
Represented by Story, Brooks & Finley

BEACON JOURNAL

Hawaiian Pineapple Changes Name to Dole; in Big Drive

Stockholders of Hawaiian Pineapple Co., San Jose, Cal., have approved changing the company's name to Dole Corp., to eliminate "confusion that has long existed between the identities of Dole and Hawaiian Pineapple Co.," according to H. C. Cornuelle, president. The new name, which will become official Sept. 30, is a "tribute to the late James D. Dole, founder of Hawaii's modern pineapple industry."

A new national campaign involving page magazine ads and point of purchase material, known as "Hawaiian Harvest," has been launched through Foote, Cone & Belding, San Francisco, on behalf of the full line of Dole pineapple products. The campaign will continue through September and October, with four-color pages in *Better Homes & Gardens, Everywoman's Family Circle, Good Housekeeping, McCall's. Reader's Digest, True Story* and *Woman's Day*. September issues of *Nargus Bulletin, Progressive Grocer, Supermarket Merchandising, Supermarket News* and other food trade publications will carry b&w ads.

Minute Maid Names Bartrem to Head Int'l Marketing

Gerald D. Bartrem, formerly sales director of the citrus products division of Minute Maid Corp., Orlando, Fla., has been appointed to the new position of vp of sales and marketing of Minute Maid International. He will be headquartered in Geneva, Switzerland, where he will supervise export sales of all Minute Maid citrus products and of coffee and tea export sales of the Tenco division.

John S. Adamson, formerly assistant sales director, was named to succeed Mr. Bartrem.

Dazzle Fluff to Hicks & Greist

J. L. Prescott Co., Passaic, N. J., maker of Dazzle brand laundry products, has appointed Hicks & Greist, New York, to handle advertising and sales promotion for Dazzle Fluff fabric softener, distributed in the Northeast. Broadcast, print and in-store promotion will be used. Monroe F. Dreher Inc. is the previous agency.

SUBURBIA TODAY PRESENTS

A CONTEST FOR PEOPLE WHO NEVER ENTER CONTESTS!

NON-CONTESTERS—*Suburbia Today, the magazine supplement distributed with suburban newspapers, is sponsoring a "Contest for People Who Never Enter Contests" in its September, October and November issues. Entrants must supply the gag line for a cartoon. Some 300 prizes will be distributed each month.*

FORT LAUDERDALE IS THE NATION'S FASTEST GROWING STANDARD METROPOLITAN AREA!

This July the U. S. Department of Commerce officially disclosed that Fort Lauderdale-Hollywood, (Fla.) is the fastest growing standard Statistical Metropolitan Area in the country.

What a market!

The 1960 census reveals a current population of 329,406 for the Broward County Fort Lauderdale-Hollywood area.

What growth!

This is a 293% increase in population racked up during the last 10 years.

For details on this big, bustling new market and its prosperous buyers, contact the newspaper that gives you 50% more circulation* in Broward County and 147% more circulation* in Fort Lauderdale than any other newspaper.

Florida's No. 1 Evening Newspaper in total advertising!

FORT LAUDERDALE NEWS

*Audit Bureau of Circulations
Period ending March 31, 1960
Fort Lauderdale, Florida

National representatives: Ward-Griffith Company, Inc., and in Florida by Publishers' Representative of Florida, Jacksonville.

Int'l Shoe Uses Radio to Promote Yule Shoe Giving

ST. LOUIS, Sept. 6—International Shoe Co. will move into radio in a big way for the first time this winter with its new "Sound of Christmas" saturation on key stations in more than 45 markets.

While shoe industry advertising traditionally is keyed to two peak merchandising seasons—pre-Easter and back-to-school—International Shoe Co.'s research department reveals that Christmastime has become an important shoe buying season. Last year December sales soared to 12% of the annual total.

Research also indicates that pre-Christmas sales generally are confined to house slippers for men and boudoir slippers for women. But it also indicates that with a good promotion to retailers, consumers and the manufacturer's own salesmen, December can get bigger.

As a result International has come up with specially designed holiday patterns in all men's, women's, juvenile and teen lines and will promote these styles via its "Sound of Christmas" radio campaign.

▪ This new marketing approach, worked out by Krupnick & Associates, St. Louis, will unite all brands under a single unifying theme, a catchy new Christmas jingle created by the Krupnick agency and scored and produced by Chicago's Jerry Abbott. It is sung by Jerry and one of the nation's top commercial singers, Jamie.

By uniting all its brands under a common advertising umbrella, International aims to achieve a high saturation level at economical cost.

A tightly knit package, the "Sound of Christmas" jingle is also on record with symphonic overtones, for use by the retailer in his store. It is also on another record, in popular style, for use in International's sales promotion meetings.

Two versions of "Sound of Christmas" have been put on an ET with both 30 and 60-second commercials, with local announcers doing the brand copy and dealer tags.

▪ Krupnick & Associates will place the national schedule. Dealer tags in these markets will be provided dealers who stock adequate volume of the holiday merchandise. Dealers not covered by the national schedule may also obtain ETs and commercial copy for local campaigns under their co-op advertising agreements.

According to Krupnick's media chief, Charlie Haines, "Sound of Christmas" delivers its tuneful sales pitch by telling listeners first that International Shoe Co. is world's largest shoe manufacturer and makes shoes for everybody. Next, it asks the consumer to buy International shoes to give as Christmas gifts and for personal wear at Christmas time.

The radio campaign runs from Thanksgiving to Christmas.

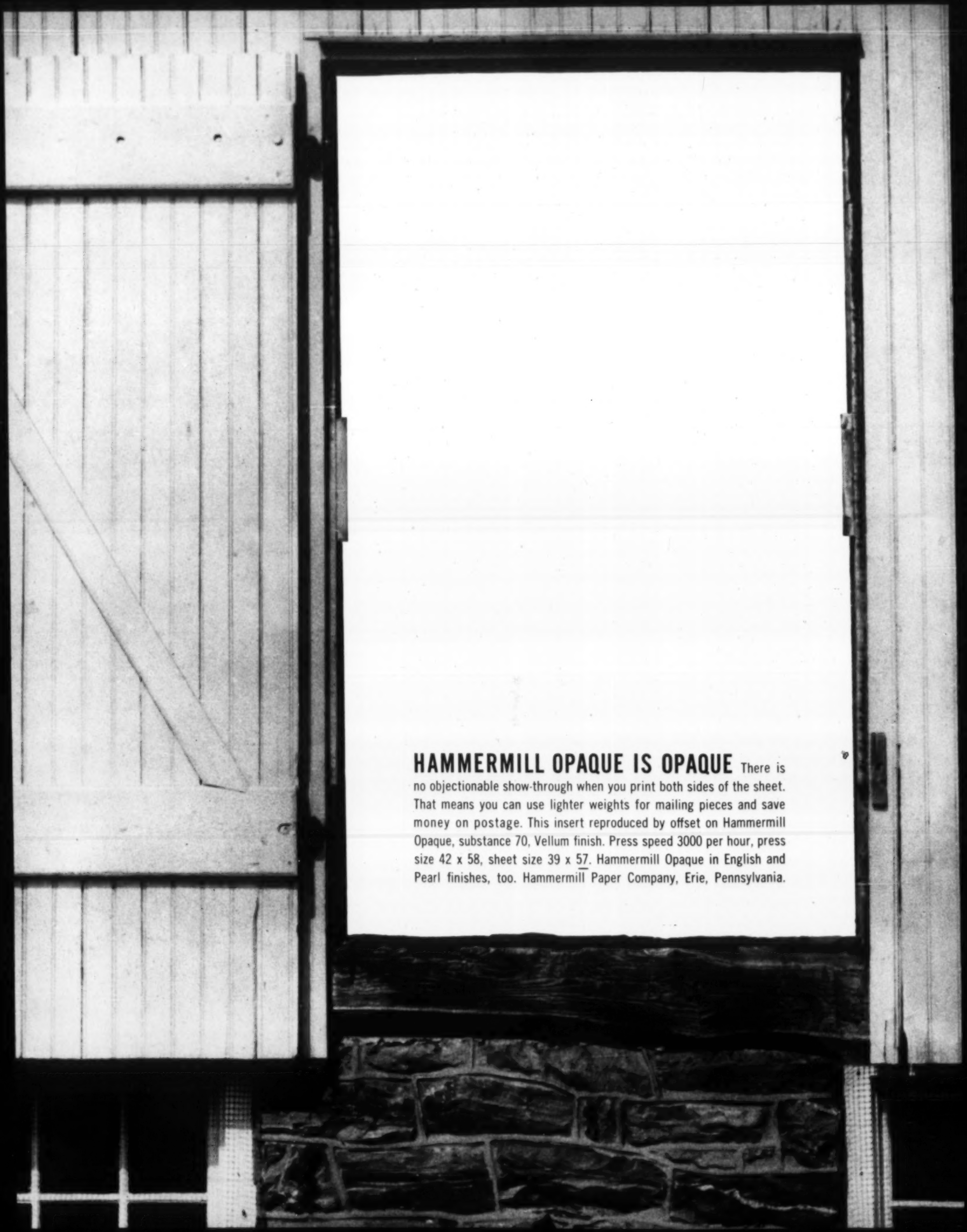
Ads in *Footwear News* and *Boot & Shoe Recorder* are introducing "Sound of Christmas" to the trade. #

Molesworth Names Allison

Kenneth W. Allison, formerly manager of the Boston office, has been appointed vp in charge of New England operations of Molesworth Associates, New York-headquartered agency and public relations company.

HAMMERMILL OPAQUE PUTS A FAMILIAR PRODUCT IN A NEW LIGHT

Tobacco, tennis rackets, tea sets . . . whatever you print will look sharp and clear on Hammermill Opaque. The distinctive, radiant whiteness of Hammermill Opaque shows off your product illustrations in sharpest detail. Three finishes—Pearl, English and Vellum.



HAMMERMILL OPAQUE IS OPAQUE There is no objectionable show-through when you print both sides of the sheet. That means you can use lighter weights for mailing pieces and save money on postage. This insert reproduced by offset on Hammermill Opaque, substance 70, Vellum finish. Press speed 3000 per hour, press size 42 x 58, sheet size 39 x 57. Hammermill Opaque in English and Pearl finishes, too. Hammermill Paper Company, Erie, Pennsylvania.

FROST KING SPECIAL
PROTECT YOUR FACE... SOOTHE CHAPPED LIPS in raw weather
FREE chap-et TUBE
afta
FROST KING SPECIAL
MENNEN
afta
chap-et

COMBO—*For the fall and winter season Mennen Co. will offer Afta skin conditioner with a free 35¢ Chap-et Stick included in the package.*

Gardner to Head ANPA Info Service

NEW YORK, Sept. 8—Eugene Gardner, formerly with Edison Electric Institute, has been named to manage the newly formed Newspaper Information Service of the American Newspaper Publishers Assn.

One broad aim of the service is to create a better public understanding of the daily newspaper and its functions. Another is to cultivate the active interest of young people in newspaper careers.

Mr. Gardner's organization will prepare reports on outstanding public service activities by newspapers and will draw up newspaper career guides to be used in high schools. He will cooperate closely with schools of journalism.

Chairman of Newspaper Information Service is Joyce A. Swan, executive vp of the *Minneapolis Star* and *Tribune* and a member of the ANPA board.

Plans for the program were drafted by an advisory committee under the chairmanship of Clarence W. Harding, pr director of the *South Bend Tribune*. Other members included Irvin S. Taubkin, of the *New York Times*, and Otto A. Silha, of the *Minneapolis Star* and *Tribune*. #

Las Vegas Board Sets Ad Push

Clark County Fair & Recreation Board, Las Vegas, has launched an ad campaign in the Los Angeles area which features a new Las Vegas motel room reservation office in Los Angeles. More than $10,000 will be invested in outdoor, radio, tv and newspapers in Los Angeles in the next two months. Melvin Co., Las Vegas, is the agency.

KTTV Boosts Duffield

Jack M. Duffield, a local account executive of KTTV, Los Angeles, the past six years, has been appointed to the station's national sales staff. He will specialize in servicing advertisers and agencies in the New York City area.

Postal Life Boosts Fenton

Postal Life Insurance Co., New York, has promoted Joseph M. Fenton Jr. from sales promotion supervisor to director of sales promotion, a new title.

KVIQ-TV Names Hollingbery

KVIQ-TV, Eureka, Cal., formerly handled by McGavren TV, has appointed George P. Hollingbery Co. as its national representative.

Burgess Plans Fall Push

Burgess Vibrocrafters, Grayslake, Ill., will use printed media extensively for its 1960 fall advertising campaign for its BVI Electric paint sprayer. Half-page color ads are scheduled for *Argosy, Cavalier, Ebony, Esquire, Family Weekly, Popular Mechanics, Popular Science, The Saturday Evening Post, Science & Mechanics, Sports Illustrated*, and *Suburbia Today*. Theme of the campaign will be "Spray Painting Is Easier (Saves Money . . . 7 Times Faster) with a BVI Electric Paint Sprayer."

Knorr Joins Universal

Thomas H. Knorr has been appointed western manager of Universal Publishing & Distributing Corp., New York. Mr. Knorr, who formerly was with *Playboy*, will open new offices for Universal in Chicago at 400 W. Madison St.

'SEP' Expands Price Test

The Saturday Evening Post, which has been testing a 20¢ cover price for some time in Washington, Oregon, Idaho, Utah and Wyoming, will expand the test to Florida with its Sept. 17 issue. The *Post* sells elsewhere for 15¢.

Muer Joins Jack Runyon

Ray J. Muer, former Kenyon & Eckhardt account executive at Detroit on the Ford institutional and Pepsi-Cola accounts, has joined the San Francisco staff of Jack W. Runyon & Co. as an account executive.

Wilson Named Marketing VP

Waterbury Farrel Foundry & Machine Co., Waterbury, Conn., division of Textron Inc., has appointed France Q. Wilson vp of marketing. Mr. Wilson was formerly with Solar Aircraft Co., San Diego.

St. Anthony MESSENGER
A million prospects await your message.
ADVERTISE NOW!
NOV. ISSUE CLOSES SEPT. 20
Orders and sample copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd. Chicago 4
Telephone HArrison 7-7176
NATIONAL CATHOLIC FAMILY MAGAZINE

WFGA-TV
49%
WHAT A JUMP FOR A 3 YEAR OLD!

JACKSONVILLE FLORIDA
NORTH FLORIDA-SOUTH GEORGIA MARKET
MIAMI

WFGA-TV reaches new heights with a 49% share of Jacksonville audience

The latest Nielsen for Jacksonville (March) shows WFGA-TV delivers a 49% metro share-of-audience 9:00 a.m. to midnight, Sunday through Saturday. And it's the same with every new rating—WFGA-TV keeps climbing, keeps capturing more viewers in this rich market!

If you want your message to pull sales in Jacksonville, see your PGW Colonel for full details on WFGA-TV!

WFGA-TV
JACKSONVILLE

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WOMETCO ENTERPRISES INC.

Meet the people at Animation, Inc. The fellow on the left is Ed Barge, Director of animation. The fellow at the board is Fred Grable. (Fred's angry because Ed is copying his doggie!)

animation inc. 736 NORTH SEWARD STREET HOLLYWOOD 38, CAL
CHICAGO · DETROIT · SAN FRANCISCO

Oneida Silversmiths set your table and *you* apart

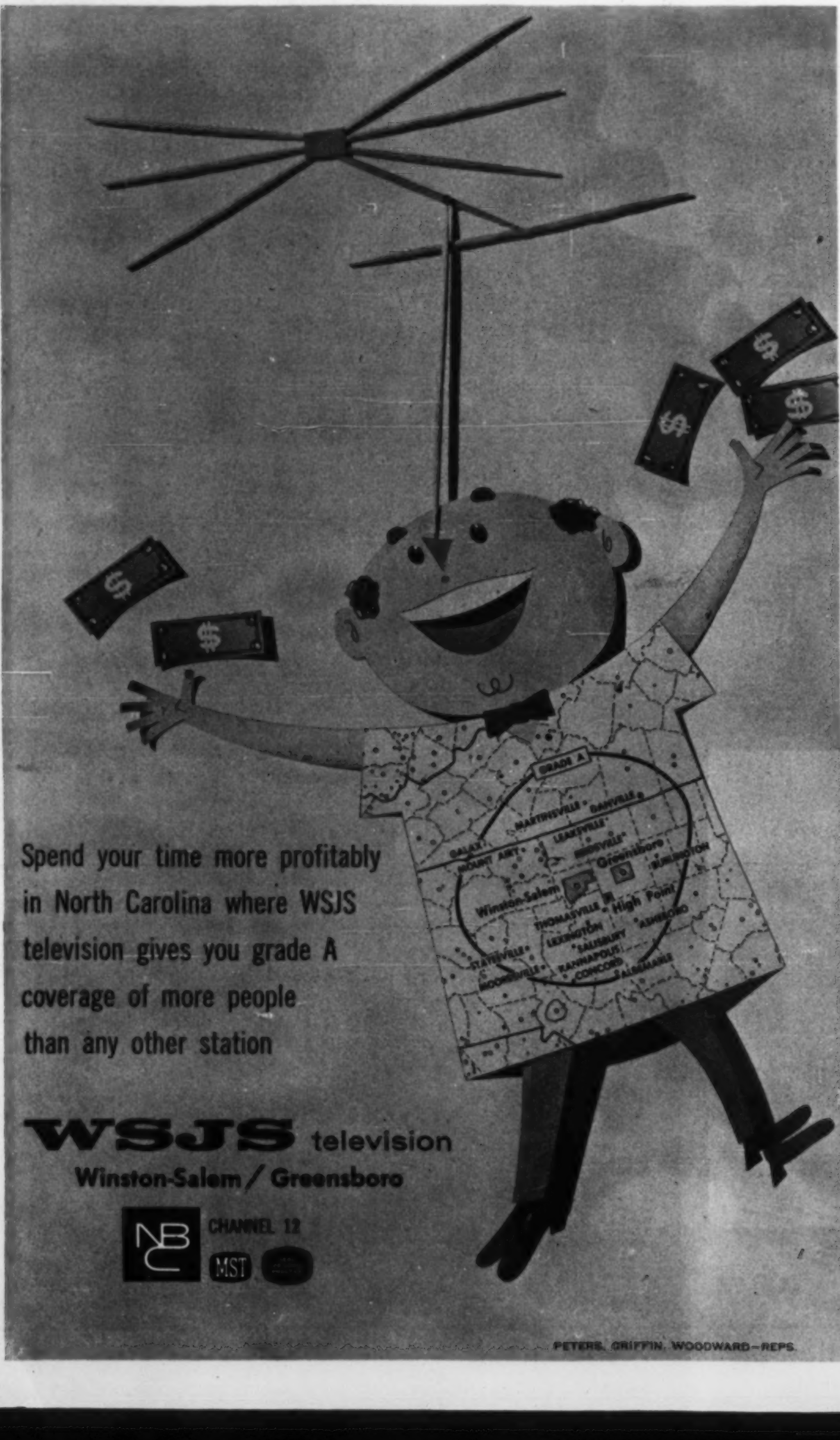
SILVER SALVO—*Oneida Silversmiths will promote its five product lines via a five-page ad in Bride & Home, Bride's Magazine and Modern Bride this fall and winter. This spread features Community silverplate and Community stainless. The other three pages will promote Heirloom sterling, Oneida solid stainless and Oneida melamine dinnerware. Batten, Barton, Durstine & Osborn, New York, is the agency.*

NAB Okays New Director Post

National Assn. of Broadcasters has authorized employment of a fulltime director to administer the code under the supervision of NAB's vp for radio. The board also approved plans to step up subscription to the code by explaining its benefits through state broadcasters association meetings, through sales efforts of the NAB station relations staff and through a complete presentation of the eight NAB fall conferences.

Crinkle-Tie to Repeat Drive

In repeating last year's successful Christmas promotion, the Crinkle-Tie division of Chicago Printed String Co., Chicago, has signed for six November-December participations on the Dave Garroway "Today" show (NBC). Chicago Printed String manufactures gift wrapping papers and ribbons. The promotion for Crinkle-Tie rayon ribbon will be supported by trade advertising and point-of-sale counter cards.


GRADE A
MARTINSVILLE
DANVILLE
GALAX
MOUNT AIRY
LEAKSVILLE
REIDSVILLE
Greensboro
BURLINGTON
Winston-Salem
THOMASVILLE
High Point
LEXINGTON
ASHEBORO
STATESVILLE
MOORESVILLE
SALISBURY
KANNAPOLIS
CONCORD
ALBEMARLE
Spend your time more profitably in North Carolina where WSJS television gives you grade A coverage of more people than any other station
WSJS television
Winston-Salem / Greensboro
NBC
CHANNEL 12
MST
PETERS, GRIFFIN, WOODWARD—REPS.

Lever Shifts Execs in Realignment of Merchandising Units

NEW YORK, Sept. 6—Lever Bros. has broadened and realigned its merchandising activities in two divisions, a move necessitated by increases in the number and variety of products in the divisions.

The Lever division, which formerly had two merchandising managers, now has three. They are William W. Prout, in charge of all washday products; E. L. Whitney, in charge of dishwashing products and household liquid cleaners, and Charles E. Palmer, in charge of toilet soaps and the Air-Wick line.

New merchandising manager of the Pepsodent division is Richard E. Baiter, who was formerly merchandising manager for toilet soaps.

Mr. Prout has been a Lever merchandising manager since 1954; he formerly was with General Foods Corp. Mr. Whitney, previously with Norman, Craig & Kummel, joined in June, 1959, and most recently was product manager of Lux liquid. Mr. Palmer, formerly with Whiteford Paper Co., joined in 1952 and has been merchandising manager of the Pepsodent division. Mr. Baiter was with Standard Brands before joining Lever in 1956. #

Libby, McNeill Elects Woodworth Marketing VP

Libby, McNeill & Libby, Chicago, has elected Edwin B. Woodworth a vp, with jurisdiction for national marketing. Mr. Woodworth also will head the advertising and market research departments.

Edwin Woodworth

Since 1958 he has been a business consultant, with headquarters in California. Before that he was with Dole Corp. (formerly Hawaiian Pineapple Co.), as vp and general sales manager.

Stop Accidents Drive Opens

"Drivers kill more children than any disease" is the theme of a new Stop Accidents campaign launched by the Advertising Council on behalf of the National Safety Council. The fall-winter campaign is being offered to newspapers and their advertisers, radio and tv stations, networks and sponsors, and to magazines. G. M. Basford Co., New York, is the volunteer agency.

SAN DIEGO
CALIFORNIA
BUYS
MORE!

Herbert Carlson, Agency President, Dies Suddenly at 51

INDIANAPOLIS, Sept. 7—Herbert A. Carlson, 51, president of Carlson & Co., and veteran agency executive, died suddenly in his home here Sept. 2.

Herbert A. Carlson

Mr. Carlson entered the newspaper field at the age of 20 when he took over the publishing of a country weekly newspaper in Nebraska upon his father's death.

He entered the agency field in 1939 when he joined Bozell & Jacobs, Omaha, as an account executive. He was vp and manager of Bozell & Jacobs' Shreveport office before moving to Chicago where he joined Henri, Hurst & McDonald.

■ Mr. Carlson also worked for Leo Burnett Co., Grant Advertising and Christiansen Advertising Agency in Chicago before he switched to Applegate Advertising, Muncie, Ind. After three years with that agency, he and four other Indianapolis admen founded the Carlson agency in 1958.

He was a member of the Indianapolis Advertising Club, the Press Club, Sales Executives Club and Assn. of Industrial Advertisers.

PHILIP E. JOHNSON

HACKENSACK, Sept. 6—Philip E. Johnson, an account executive with the Branham Co., New York, died Friday in Hackensack Hospital.

Mr. Johnson, who had been with Branham for 35 years, had represented the company in Philadelphia, Baltimore and Washington. He was a member of the American Assn. of Newspaper Representatives.

E. S. UNDERHILL

CORNING, N.Y., Sept. 6—E. S. Underhill Jr., 70, co-publisher and treasurer of the *Corning Leader*, died yesterday at Corning Hospital after a brief illness.

Mr. Underhill was a director of the First National Bank & Trust Co., New York, and a member of the Finger Lakes Parks Commission.

GEORGE E. SIMONS

NEW YORK, Sept. 6—George E. Simons, 52, a vp of Benton & Bowles for the past four years, died yesterday of cancer at New York Hospital.

After attending the University of Michigan, he joined General Electric Co. in 1930 as a publicity representative in Chicago, advancing to advertising manager of General Electric X-Ray Co. Later he was the company's ad manager for major appliances.

He joined the Crosley division of Avco Mfg. Corp. as national ad manager in Cincinnati in 1949.

Before joining Benton & Bowles in 1957, where he was supervisor of the Schick electric shaver account, he had been vp in charge of sales for John Sutherland Productions, and a vp of Kenyon & Eckhardt, in Chicago. #

Railroad Ad Managers Open 10th 'Golden Spike' Contest

Association of Railroad Advertising Managers, Washington, is now receiving entries in its tenth annual "Golden Spike" advertising awards campaign. The award is presented each year by the ARAM to the advertiser outside the railroad industry who, through the use of any advertising medium or combination of media, is judged to have made the most outstanding contribution to a better understanding of the importance of railroads, or whose advertising has directly or indirectly helped to promote rail freight or passenger traffic.

Advertising appearing between Jan. 1 and Dec. 31, 1960, may be entered. Entry blanks may be obtained by writing John N. Ragsdale, advertising manager, Association of American Railroads, Transportation Bldg., Washington, D. C.

L&N Names Three VPs

Lennen & Newell, New York, has advanced three copy supervisors to vps. They are S. Brooke White, William W. Suitt and Daniel C. Ellis.

SIGN HOLDERS for TRUCKS
TRANSIT BUS STYLE FRAMES
for changeable copy
ADVERTISING CARDS → FREE PHOTO ALBUM
THE YARDER MANUFACTURING CO.
724 Phillips Ave. [illegible] Toledo 12, Ohio

1959 lumber, building, hardware store sales: $83,465,000

With lumber, building and hardware store sales exceeding $83 million last year, San Diego ranked 11th among the nation's 200 leading counties — outdistancing markets like these:

DADE (MIAMI), FLORIDA	$79,440,000
PHILADELPHIA, PENNSYLVANIA	$71,821,000
DALLAS, TEXAS	$70,461,000
KING (SEATTLE), WASHINGTON	$68,812,000

Two daily newspapers — **The San Diego Union** and **Evening Tribune** — serve the important San Diego market. Combined circulation is more than 200,000 (227,678 ABC 3/31/60). A Facts Consolidated survey shows family readership (evening-and-Sunday combination) of 86.9 per cent.

SALES ESTIMATES COPYRIGHT 1960 SALES MANAGEMENT "SURVEY OF BUYING POWER"

The San Diego Union | EVENING TRIBUNE

"The Ring of Truth" Copley Newspapers

15 Hometown Daily Newspapers covering San Diego, California — Greater Los Angeles — Springfield, Illinois — and Northern Illinois. Served by the Copley Washington Bureau and the Copley News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

DISPENSER—*Campana Corp., Batavia, Ill., is offering dealers this golden wire dispensing rack for its Bantron smoking deterrent tablets, as it starts off new advertising for the product. H. W. Kastor & Sons, Chicago, is the agency.*

Sponsors Line Up as 'Queen' Moves Over to ABC-TV

NEW YORK, Sept. 7—When the long-running broadcast attraction, "Queen for a Day," moved to ABC-TV this week, there was standing room only for sponsors. Edward Bleier, vp in charge of daytime sales, reported that except for a few isolated spots the show is sold out through December.

ABC sewed up the rights to this audience participation show a few months ago when the network learned that NBC had not renewed its contract with the producers of "Queen for a Day." At first there were indications that NBC would fight to hold on to the telecast until January, 1961, but NBC decided not to fight to retain Jack Bailey's prize program.

■ Among the participating advertisers for the ABC version of "Queen" are Hartz Mountain Products, General Mills, Ex-Lax, Johnson & Johnson, A. E. Staley Mfg. Co., Borden Co., Lever Bros., Chesebreough-Pond's, Noxzema Chemical Co., Minute Maid Corp., Sterling Drug, Armour & Co., Bon Ami Co., General Foods, Coty and Dow Corning Corp.

ABC is making a special effort to improve its competitive position in daytime programming this fall. Like the other networks, its daytime schedule has been revised: The ABC programming day starts an hour earlier, at 11 a.m., EDT.

New shows on the schedule include re-runs of "The Texan," "Road to Reality," dramatized versions of group therapy sessions, and a morning edition of "Day in Court."

■ To attract daytime advertisers, ABC is stressing (1) share of audience gains in the recent rating reports and (2) price advantages. The salesmen quote an estimated average-per-minute cost of approximately $2,250, which is a good deal lower than the costs on CBS and NBC.

The network is placing heavy emphasis on its commercial dispersion plan, which is designed to spread the advertiser's dollars over as much time as possible. Under the plan an advertiser buying the equivalent of a quarter hour (that is, three minutes of commercials) may place his commercials, if he wishes, in three different programs on three different days of the week. He also may cross plug two of these commercials in two other shows for still further reach. A bonus of one minute is offered for every four minutes bought. #

Deming Joins Colorado Daily

Walton F. Deming has been named advertising director of the *Daily Sentinel*, Grand Junction, Colo.

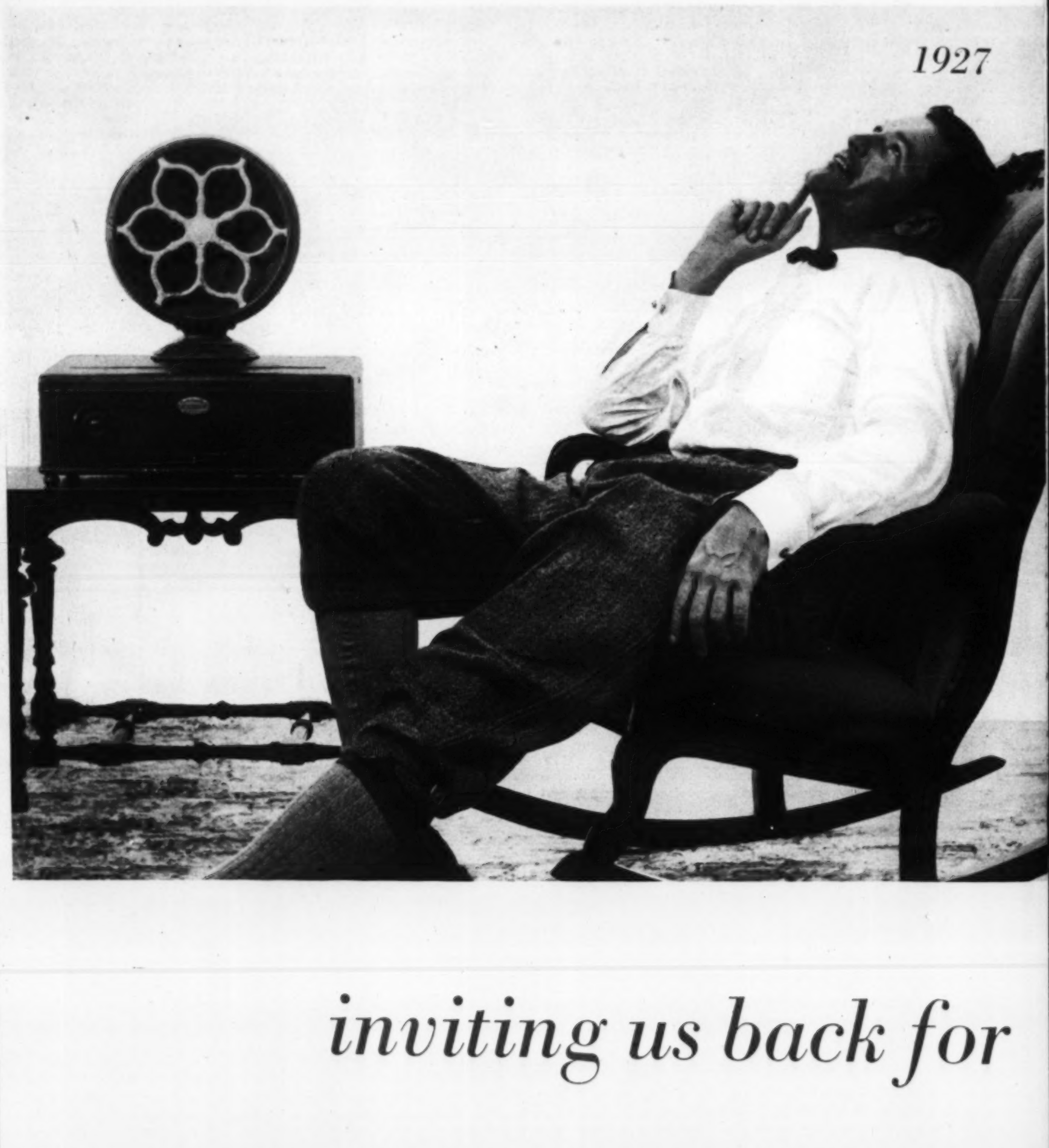
Mr. Deming succeeds Al Look, who will retire Sept. 1. Mr. Deming for the past two years has been director of advertising for Gibson Publications.

FIRST ISSUE
SEPTEMBER 26, 1960

in Westchester
the new view is important

WESTCHESTER'S MORNING NEWSPAPER
DAILY TRADER
55 Church St., White Plains, N. Y.

REPRESENTED NATIONALLY BY
RALPH R. MULLIGAN
NEW YORK-CHICAGO-DETROIT-LOS ANGELES



1927

inviting us back for

Radio
DETROIT...WJBK
CLEVELAND....WJW
TOLEDO...WSPD
WHEELING...WWVA
PHILADELPHIA....WIBG
MIAMI...WGBS
LOS ANGELES...KGBS

Television
DETROIT.......WJBK-TV
CLEVELAND...WJW-TV
MILWAUKEE...WITI-TV
ATLANTA......WAGA-TV
TOLEDO........WSPD-TV

Cremin Joins McCann

Robert H. Cremin, formerly advertising product manager of Sunbeam Corp., Chicago, has joined the Chicago office of McCann-Erickson as a member of the Brunswick Corp. account group.

Keyes, Madden Elects Allrich

Robert W. Allrich has been elected a vp of Keyes, Madden & Jones, Chicago. He joined the agency a year ago.

Brown & Bigelow to Sell Specialties to Consumers

MINNEAPOLIS, Sept. 6—Brown & Bigelow advertising specialties, hitherto sold only to business men for promotional uses, may be available in the nation's supermarkets after Jan. 1.

Playing cards and greeting cards are likely to be the first items offered as the St. Paul company, acquired in April by Standard Packaging Corp. (AA, Feb. 1, '60), New York, moves into the mass merchandising field.

R. Carl Chandler, 42, who doubles as general manager of Brown & Bigelow and board chairman of Standard Packaging, said he hopes the new marketing strategy will double Brown & Bigelow's $50,000,000 annual sales volume within five years.

In St. Paul for appearances before the company's salesmen, the chamber of commerce and the Sales Executives Club, Mr. Chandler said the retail sales program will be in writing by Sept. 15 and in operation early in 1961.

■ He said he is directing the program personally because, "I didn't want to upset the cart at Brown & Bigelow and because I have the authority to do what I want."

The retail marketing, he said, will call for expansion of the company's 1,000-man sales force and purchase of new equipment to handle varying grades of stock. #

Haire Boosts Two; Sells 'Furniture Retailer'

Haire Publishing Co., New York, has promoted John J. O'Brien to western ad manager of *Housewares Review*. He formerly was a representative for the publication. Robert C. McClain has been named midwestern advertising sales manager of Haire and will supervise sales on all 11 Haire publications in midwestern states. He formerly was publication manager of *Furniture Retailer*. Both are in Haire's Chicago office.

Haire has sold *Furniture Retailer*, monthly trade publication in the home furnishings field, to Production Publishing Co., Nashville, publisher of *Furniture Production* and the "Blue Book," a trade directory. The Nashville company will start publication with the October issue.

1960
OREGON
OREGON

From the Roaring '20's to the Soaring '60's, millions of people* have been inviting Storer Stations back. Such loyalty didn't come on a silver platter. It had to be earned, over the years.

33 years

To succeed in broadcasting, we knew that we had to do two things: First, get invited into as many homes as possible. Second, keep getting invited back.

Only through awareness of what its particular community needs and what most folks want, can a station operate in the best interest of all.

Storer Stations work hard at it. That is why all of them have large, loyal audiences who respond to advertising messages. Why not check into it—today.

*(Covering over 40,000,000 daily)

STORER *Broadcasting Company*
33 years of community service

NATIONAL SALES OFFICES: 625 Madison Ave., N. Y. 22, PLaza 1-3940 / 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

Stickin' around WITH kleen-stik®

GET IT UP... KEEP IT UP... WITH KLEEN-STIK

BILKO WAS HERE
BLACK LABEL
BILKO WAS HERE SELLING
BLACK LABEL BEER

IDEA NO. 177

KLEEN-STIK Was Here, Too!

Taking a cue from mythical "Kilroy" of Army fame, Carling Brewing Co. of Cleveland uses Sgt. Ernie Bilko (Phil Silvers) to promote Black Label Beer. This clever die-cut series shows a fence-peeking Bilko in a variety of hats. And they're backed with strips of Kleen-Stik—the modern, self-sticking, moistureless adhesive that gets displays up and *keeps* 'em up! P. J. Higgins, Carling's Mdsg. Mgr. and Pres. Bob Pennington of Merrick Litho Co., Cleveland, joined forces on this pert production.

WORLD'S MOST VERSATILE *SELF-STIK-ing* ADHESIVE

Powered-Up
OB
SALES · SERVICE

IDEA NO. 178

K-S Joins Chain Gang

In timber country, it's *important* to know where saw chains are sold and serviced. So OREGON Saw Chain Div., OMARK Industries, Inc., Portland, identifies its dealers with this Kleen-Stik decal. On weatherproof Mylar, it applies with a quick, easy *peel-an'-press* to store door or window. Conceived by Adv. Mgr. Don Walker, handsomely executed by Artist Dale Franzel and Prod. Mgr. Bill Mathis of William Winter Adv. Agency, and colorfully produced by Gillespie Decals, Inc., Prexy Bob Gillespie and Sales Mgr. John Locke in charge.

Here . . . there . . . Kleen-Stik signs do a bang-up selling job *everywhere*. Ask your printer, lithographer or silk-screener to show you ideas—or write direct.

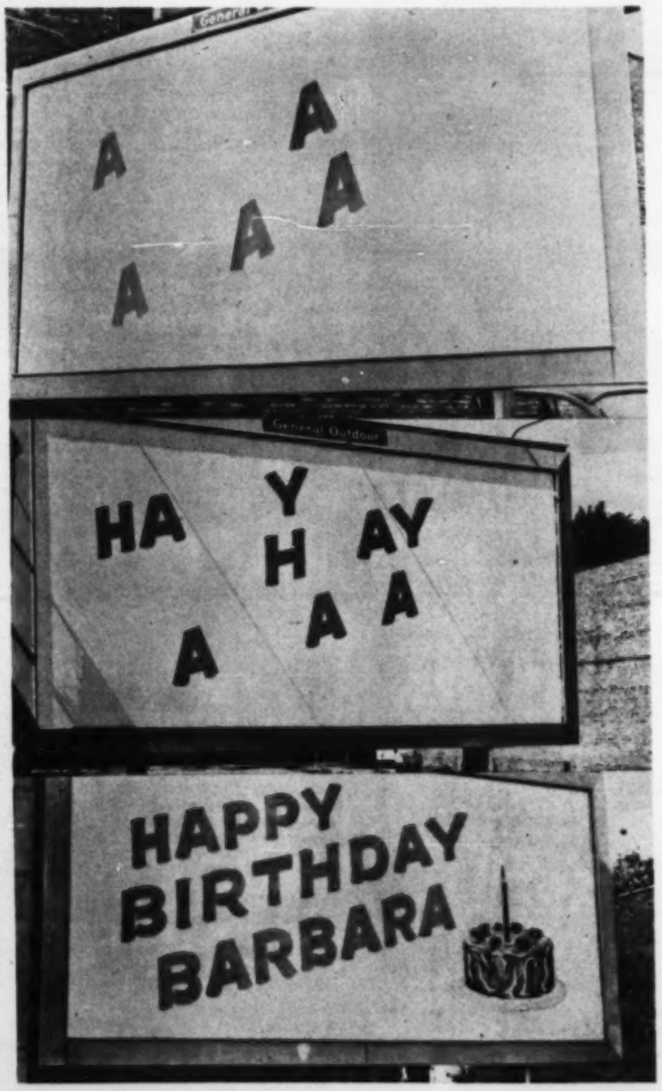
GET IT UP... KEEP IT UP... WITH KLEEN-STIK

kleen-stik
PRODUCTS, INC.
7300 West Wilson Avenue
Chicago 31, Illinois

PHOTO REVIEW

Salvatore **Levine** **Tucker**

STRATEGISTS—*Going over layouts of the Daily Trader, a new morning newspaper in New York's Westchester County, are Victor Salvatore Jr., editor; Leonard R. Levine, retail ad manager, and Carll Tucker Jr., publisher of the White Plains daily. The newspaper will bow on newsstands Sept. 26 with a circulation of 15,000.*



GIANT GREETING—*J. L. Rayniak, exec vp, Outboard Marine Corp., Waukegan, Ill., conceived this 24-sheet poster in the business district as a giant birthday card for his wife. The poster ran as a "teaser," with first the A's, then the H's and finally the whole message appearing.*

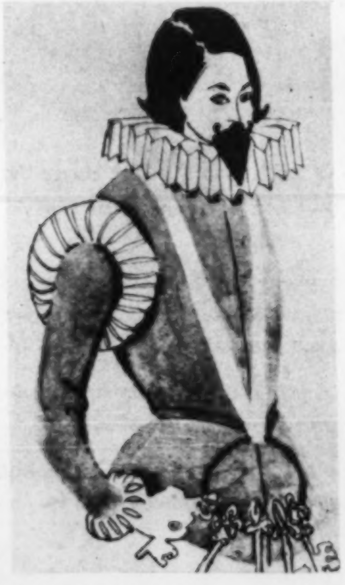
Jordan **Riddell** **Meyer** **Pauley** **Hogg**

CHAT—*Gathered for a chat at the ABC Radio Network affiliates meeting in San Francisco were network executives: James Riddell, vp in charge of the western division, and Edward Pauley, vp in charge of the radio network; and affiliates of the network: Maitland Jordan, KOMO, Seattle; Lynn Meyer, KALL, Salt Lake City, and John Hogg, KOY, Phoenix.*

Donnelley **Vanderklott** **Patterson** **Babcock** **Seyfarth**

QUARTER CENTURY—*Twenty-five years and $32,000,000 later, executives of R. R. Donnelley & Sons Co. and the Farm Journal Inc., get together in Philadelphia to mark a quarter-century of printer-publisher relationship. Pictured above are Gaylord Donnelley, president, Nick Vanderklott, vp executive sales, and Hugh Seyfarth, account executive, R. R. Donnelley & Sons Co.; and Graham Patterson, publisher, and Richard J. Babcock, president of Farm Journal.*

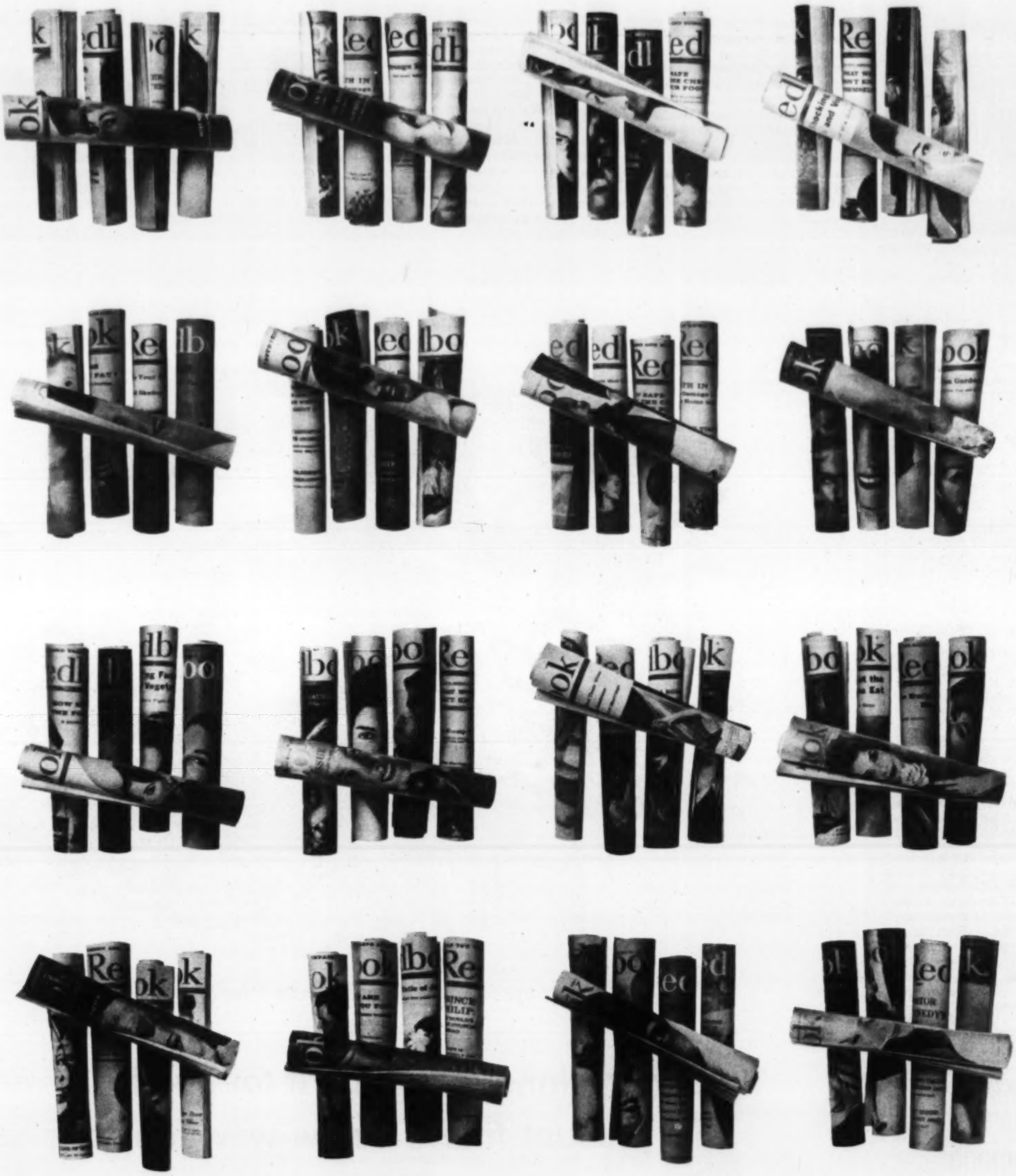
GOURMET—*The impeccable Arthur Treacher will be featured by General Preserve Co. in a fall campaign for Honeydew brand preserves. Newspapers, subway posters and trade advertising will be used. Charles W. Hoyt Co., New York, is the agency.*



NEW TRADEMARK—*Stonecutter Mills, distributor of Veriset fabrics, is adopting this little figure of a seneschal (a steward of a prince's household in medieval times), called "Keeper of the Crease," as its trademark. It will be used in advertising and on garment tags. North Advertising, New York, is the agency.*

Tiers **Rambo**

TV SYMBOLS—*William Y. E. Rambo, advertising manager of the Proctor-Silex Corp., Philadelphia, displays the company's tv commercial cartoon characters, Mildred and Albert, to eastern regional sales manager Joseph Tiers. Having made their debut on one station five years ago, the cartoon couple will expand their tv schedule this fall to include participations in six NBC daytime shows, running Sept. 12 through Dec. 1. Weiss & Geller, Proctor-Silex's agency, is readying new commercials for toasters, irons and "Flip-Top" ironing tables.*



AND THIS... MAKES 81

Redbook
The Magazine for Young Adults
INGRID BERGMAN TELLS OF HER FIGHT FOR HER CHILDREN
WHY YOUNG MOTHERS FEEL TRAPPED
AFTERMATH OF A MIXED MARRIAGE
BEST OF THE NEW FALL FASHIONS

Another month, another record-breaker. July Redbook was the eighty-first consecutive issue to set a new circulation high for the month. 'Way back in October, 1953, Redbook's circulation started going up for the long count, beginning the lengthiest string of circulation gains in publishing history. And you know who's pulling the string: Young Adults. They've chosen Redbook as their special magazine, pushing up the circulation guarantee 59 per cent in the past five years. Advertising has kept pace. Redbook's display linage has climbed each year for seven years, as advertisers rush to reach the market that rushes to Redbook. Are you reaching the market that really counts? Try Redbook... the magazine that counts more *every* month. **New Guarantee: 3,350,000 effective January 1961.**

REDBOOK The Magazine for Young Adults. 230 Park Avenue, New York, MU 6-4600—and Chicago, Boston, Los Angeles. Another exciting publication of THE McCALL CORPORATION

Vick Is Renamed Richardson-Merrell

NEW YORK, Sept. 7—Vick Chemical Co. plans to change its name to Richardson-Merrell Inc.

Smith Richardson Jr., president of Vick, explained that the present name reflects only the company's proprietary drugs, while ethical and veterinary drug sales now account for 43% of Vick's volume, compared with 29% five years ago.

He also noted that chemicals and plastics now amount to 12% of sales.

Stockholders are expected to approve the new name at the annual meeting Oct. 18.

The new name combines the names of the founder of Vick, Lunsford Richardson, grandfather of the current president, and the founder of the Wm. S. Merrell Co., Vick's first acquisition in 1938.

Merrell, Vick's largest ethical drug subsidiary, was founded in Cincinnati in 1828. It is still headquartered there.

Vick, founded in 1905, was named for Joshua Vick, brother-in-law of Lunsford Richardson.

■ Vick today also released sales and earnings figures for its fiscal year, ended June 30. Both reached record levels. Sales mounted 14.8%, to $132,288,297, and earnings soared 18.3%, to $14,380,848. #

Launch Ad Push for 'Alamo'

Actor John Wayne's Batjac Organization and United Artists have launched a series of page display ads in 35 newspapers in 12 major markets in the U.S. and Canada promoting Wayne's new movie, "The Alamo." The 12 cities include New York, San Antonio, Houston, Dallas, Montreal, Toronto, Philadelphia, Chicago, Los Angeles, San Francisco, Oklahoma City and Tulsa. The world premiere of the show will be staged Oct. 24 in San Antonio.

Pantex Acquires Tel-A-Sign

Pantex Mfg. (Canada) Ltd., Montreal, has acquired a substantial interest in Tel-A-Sign Inc., manufacturer of plastic illuminated point of purchase advertising signs. Tel-A-Sign sales in 1959 were $2,500,000, and sales in the first quarter of 1960 were $1,111,975 compared to $700,424 for the same period in 1959.

So much
more--
at the Commodore!

Tough client session? Relax... with the biggest 'n best drink, by a master mixer, at the largest bar in New York! More of everything—five wonderful restaurants, top service, central location. Without doubt, there's...
SO MUCH MORE — AT THE COMMODORE!

HOTEL COMMODORE
42ND ST. AT LEXINGTON AVENUE N. Y. 17, N. Y.
MUrray Hill 6-6000 A ZECKENDORF HOTEL

Riegel Paper Adds Two: Promotes Hollingsworth

Harry G. Wiebler has been named product advertising manager for flexible packaging materials of Riegel Paper Corp., New York. Russell Hollingsworth, formerly assistant advertising manager, has been named product advertising manager for printing, industrial and business papers, and David Courtenay has been named to handle Riegel's pulp, paperboard and folding carton promotion.

Mr. Wiebler formerly was an advertising specialist for E. I. du Pont de Nemours & Co.'s cellophane division. Mr. Courtenay previously was assistant advertising manager of Waring Products Corp.

Marks, Rifkin Merge Agencies

Sheldon Marks Associates and Sherman Rifkin Advertising, both of Beverly Hills, Cal., have merged. The name of the combined agency is Marks/Rifkin Inc., with headquarters at 221 N. Robertson Blvd., Beverly Hills. The new agency currently is billing more than $1,000,000. Mr. Marks and Mr. Rifkin are participating equally as administrative officers.

Jenkins Joins Naegele

J. Burr Jenkins has been appointed eastern sales manager of Naegele Outdoor Advertising, and he will head up Naegele's new New York office at 717 Fifth Ave. Mr. Jenkins previously was an associate manager for the New York advertising sales office of *The Saturday Evening Post.*

Berio Import Names Braco

Berio Import Co., New York and Boston, importer of Filippo Berio 100% Italian oil, has appointed Braco Associates, New York, as its new agency. Berio said the account formerly was handled by Mogul, Williams & Saylor and the James Russell agency, both of New York.

"Cheer up, Joe, you never had SPAM *for breakfast in bed . . ."*

**Though millions swore off it for good,
this product found a new way to higher sales**

How SPAM—cussed and discussed by GI's the world over—is today gaining an even bigger market than ever before.

One of the best known symbols of World War II was SPAM. It traveled around the world to war-torn countries fortunate enough to receive SPAM as part of American lend-lease. But GI's, with a contempt bred by overfamiliarity, would tell you that "SPAM is ham that didn't pass its physical." And, at one time or another, millions vowed never to eat another bite.

Perhaps they didn't count on the healing effects of time . . . or perhaps they really had a hidden fondness for SPAM. But, only a few years after World War II, SPAM was once again a family favorite. By 1958, it was the most popular 12-ounce canned meat on the market, accounting for 41% of all sales in its field.

But where, Hormel wondered, could it go from there? And how could it best meet the heavy competitive fire always directed at the top product?

At that point, Hormel and its advertising agency, Batten, Barton, Durstine & Osborn, turned to Reader's Digest. And so began another remarkable chapter in the saga of SPAM.

Higher sales by the advertisement

Says R. D. Arney, vice president in charge of Hormel's Flavor-Sealed division:

> "Even in the face of a then declining market for 12-oz. canned luncheon meat, SPAM sales went up. In 1959, we advertised SPAM five times in the Digest and sold 6,600,000 more cans than in the previous year—or 1,320,000 more cans per advertisement. *In total volume that meant an increase of over 10%.* It raised our share of market to 45%."

For *Dinty Moore Beef Stew* and *Mary Kitchen Roast*

'Cue' Names Scolaro

J. Ray Scolaro Jr., formerly Michigan ad manager of the *Chicago Daily News*, has been named midwestern sales manager of *Cue*, headquartered at Detroit. This is a new office.

WKNB Names Hollingbery

WKNB, Hartford, Conn., previously represented by Daren F. McGavren Co., has named George P. Hollingbery Co. as its national representative.

Gardner Discloses Unusual Role in Sale of Olympics to CBS

NEW YORK, Sept. 6—Gardner Advertising Co. has revealed the key role it played in bringing the 1960 summer Olympics to American television audiences.

In mid-1959, Giancarlo Rossini, Gardner account executive for Alitalia, opened talks with the Italian Olympic Games national committee. These resulted in Gardner's being named U. S. tv sales representative for the international sports meet. Mr. Rossini and Roland E. (Chic) Martini then began to negotiate with the networks, and closed the sale to CBS-TV for a reported $500,000 to $600,000.

Gardner believes this is the first such assignment ever handled by an agency. Gardner had no clients directly interested in this tv special, but the agency was paid a sales commission by the Italian Olympic Games Committee. #

Kennedy Opens Own Studios

Dennis M. Kennedy, former president, has sold his interest in Christensen-Kennedy Productions, Omaha, to open his own tv commercial production studios, with offices at 7427 Rogers Rd., Omaha. The Christensen-Kennedy studio will continue under the direction of Raymond J. Christensen, one of the founders.

CHIEF CHEF
DMH
1960

"Easy, son—your Uncle Joe and I haven't had seconds on SPAM yet."

Beef Hash, Mr. Arney reports equally satisfying results:

> "These brands have been faced with more and more competitors—most of them selling at lower prices. By using the Digest we reach a huge and prosperous audience that is interested in *quality*—and can afford to pay premium prices for our top-grade products.
>
> "As a result, we have held our share of market from coast to coast. And this tough competitive job has largely been done through the Digest."

In 1960 Hormel is again putting the largest slice of its advertising in Reader's Digest.

Same advantages can work for you

Your company can benefit from the same advantages that are making Hormel's advertising so effective. For example, because of the wealth of stimulating reading in the magazine, the typical Digest reader looks into each issue about *five different times*. Result:

> *This audience of 35 million people will look at your own advertisement—in one issue—over 60 million times.* That's *double* the chances to sell that you would get in the other leading magazines studied in the latest Politz research . . . giving you a significant cost advantage.
>
> And the advantage over TV is even greater. For each thousand chances to sell (or "exposures"), the cost is *less than half* that of television.*

Reader's Digest also offers these other *exclusive* advantages to help your sales:

1. ***The largest proven audience of readers.*** It is larger than any other magazine, larger than any newspaper or newspaper supplement. More people read the Digest than look at the average nighttime network television program.

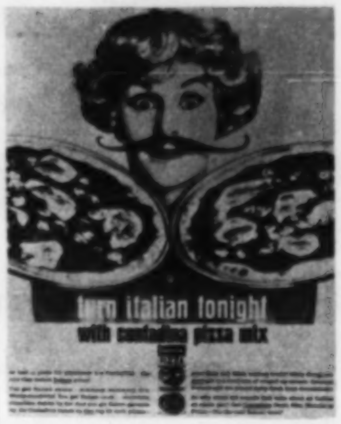
2. ***The largest quality audience that can be found.*** More people with greater spending power read the Digest than any other magazine. And you will find that the higher the income group, the greater the Digest's share of the audience.

3. ***Discrimination in the advertising accepted.*** The Digest alone of major media accepts no alcoholic beverages, no tobacco, no patent medicines.

4. ***Belief in what the magazine publishes.*** People have faith in its editorial and advertising columns alike.

*Based on the costs for a black-and-white page in Reader's Digest and a 1-minute commercial on the average nighttime network television program.

People have faith in
Reader's Digest
Largest magazine circulation in the U.S.
Over 12,000,000 copies bought monthly



DI BUON GUSTO—*Contadina Foods, San Jose, Cal., will use newspapers extensively for a new campaign to promote its packaged pizza mix. Large space ads will run in 31 markets from September to February. Cunningham & Walsh, San Francisco, is the agency.*

Film on Latex Rubber Bows

A 13-minute film on latex foam rubber, titled "Living on Air," has been completed by the Latex Foam Rubber Council, in cooperation with the National Assn. of Manufacturers. It is being put into national tv distribution as part of the NAM's "Industry on Parade" series of tv feature newsreels.

'Institutions' Names Shaw

Domestic Engineering Co. has appointed Howard Bernard Shaw sales manager of *Institutions*, Chicago. Mr. Shaw was formerly advertising and sales promotion manager of *Science & Mechanics* and midwestern advertising manager of *Photographic Trade News*, both of Chicago.

Ahern Joins Chapman-Nowak

Richard J. Ahern, formerly with the Eastman Kodak Co., has joined Chapman-Nowak & Associates, Syracuse agency, as research assistant to the director of copy.

10%
BRIGHTER
*

*Picture, in the Oklahoma City Area!

KOCO-TV
abc 5 CHANNEL
OKLAHOMA CITY

BLAIR TELEVISION ASSOCIATES
National Representatives

YOU ARE INVITED BY
MEN'S WEAR MAGAZINE
TO SEE HOW
TIMELY CLOTHES
SELLS THE MEN'S WEAR RETAILER THROUGH
A 14 PAGE ADVERTISING SECTION
IN THE SEPTEMBER 2ND ISSUE

Gillette Pushes Right Guard in Series Coverage

10-Week World Series Promotion Budgeted at Hefty $4,900,000 Figure

BOSTON, Sept. 8—Gillette Safety Razor Co. will use its broadcast coverage of the 1960 World Series to introduce Right Guard, a new spray deodorant for men. This is one phase of a 10-week $4,900,000 Series promotion by Gillette. The razor company will back the baseball classic on NBC-TV and NBC Radio this fall, marking its 22nd consecutive year of broadcast sponsorship.

RIGHT GUARD

TV BOW—*These two stills are from the Gillette World Series commercials which the company will use to introduce its new Right Guard spray deodorant.*

In addition to its deodorant, the company will feature a World Series 89¢ special containing a Super-Speed razor and dispenser of Super Blue Blades in a newly designed travel case, a 15-blade dispenser of Blue Blades selling for $1, and the 1959 adjustable razor introduced last year.

WORLD SERIES SPECIAL!
Sparkling NEW
Gillette,
SUPER SPEED
RAZOR SET
Super
BLUE BLADES
89¢
Gillette
WORLD SERIES SPECIAL!

SUPER—*This is one of the point of purchase displays Gillette will use to back its World Series sponsorship.*

■ The World Series products will be promoted on Gillette's regularly sponsored ABC-TV sports shows and its spot radio disc jockey shows, as well as in three ⅓ or half-page color ads in each of 224 Sunday newspapers.

Right Guard is getting a special spot tv push in 25 markets in a four-week campaign which started Sept. 1.

Maxon Inc. is Gillette's agency.

Veri-Kleen to Adams & Keyes

Veri-Kleen Products Inc. has appointed Adams & Keyes, New York, to handle advertising for its line of carpet cleaners, spot removers and other household products. Test campaigns have already been conducted and local television advertising is planned for the fall.

Accordion-Fold to Leon

American Accordion-Fold Doors, Jamaica, N. Y., has switched its $100,000 ad account from Alfred Auerbach Associates, New York, to S. R. Leon Co., New York, effective Oct. 1.

when it
comes to
ADVERTISING...

Everybody's an Expert!

ar
Advertising
Requirements
NSAD
SPEA
VW

And the readers of Advertising Requirements are on the inside track of this "expert" business.

As advertising and sales promotion executives, their jobs call for ideas —advertising ideas, promotion ideas, sales ideas, merchandising ideas, production ideas, publicity ideas. This is why they read AR. No discussions on marketing theory, no pontificating on policy, no earth-shattering reports on top management decisions—just ideas, in editorial features and advertising pages alike.

If you want to give ideas about your product or service to the men in this field who will spend the best part of an estimated $8 to $10 billion for advertising and promotion products and services, make sure your sales message is going to . . .

The right men . . . at the right time . . . in the right mood

Advertising Requirements

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

PRINTING, PAPER & PLATEMAKING · DIRECT ADVERTISING · LAYOUT & TYPOGRAPHY · AUDIO & VISUAL AIDS · SHOWS & EXHIBITS · SIGNS & DISPLAYS · PACKAGING & LABELING · ART & PHOTOGRAPHY · PREMIUMS, PRIZES & SPECIALTIES

THE PLUMS

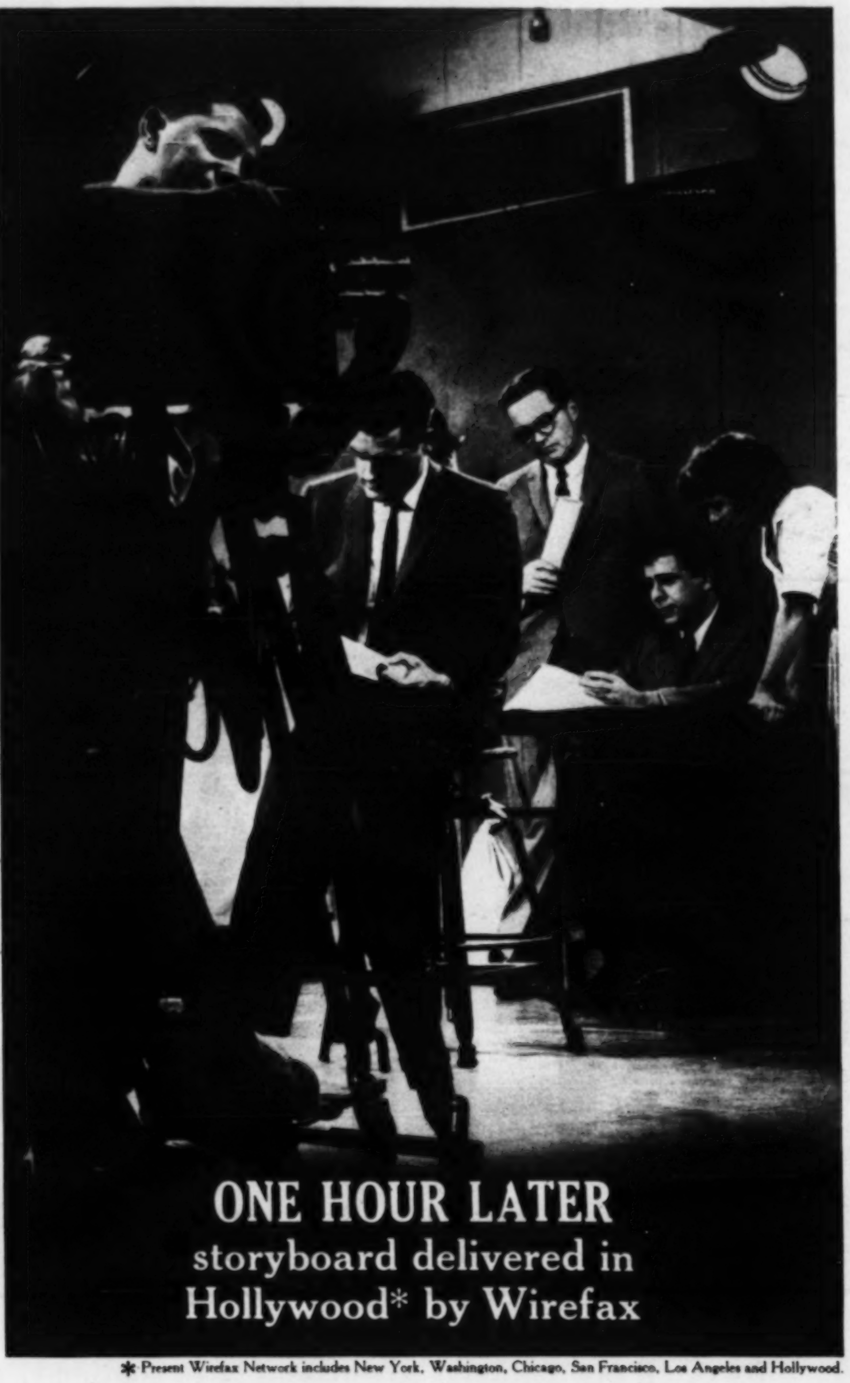
and the pick of America's advertisers come tumbling into WPAT because when it comes to moving merchandise we're the berries! That's why, season after season, the men who make and market America's leading products advertise on our station. Gauge it any way you will, commercials get results on WPAT. The past three year's renewals alone are the proof of the pudding. Since 1958, more than 75% of all our national advertisers have continued to buy WPAT and WPAT-FM. This year, 95% of all our national advertisers are renewing with our station. Plumb the significance of those statistics and the following list of only some of the advertisers who, in 1958, in 1959 and again in 1960, have found how fruitful it can be to advertise consistently on **RADIO STATION WPAT**

Abbotts Dairies, Inc. American Artists Group American Stores American Tobacco Co. Arnold Bakers, Inc. Atlantic Refining Co., The Ballantine & Sons, P. Bank For Savings, The Borden Company, The Breyer's Ice Cream Brogan-Cadillac-Oldsmobile Co. Canada Dry Corp. Castro Convertibles Chrysler Corp. Coca-Cola Co., The Consolidated Cigar Sales Co., Inc. Crown Central Petroleum Corp. Esso Standard Oil Co. Ferrara Confectionery Co. Florists' Telegraph Delivery Association Ford Motor Co. General Motors Corp. Good Humor Corp. Goodman & Sons, Inc., A. Gordon Baking Co. Great Atlantic & Pacific Tea Co. Grand Union Co., The Hoffman Beverage Co. Howard Clothes K. L. M. Royal Dutch Air Lines Krueger Brewing Co., G. Liggett & Myers Tobacco Co. Loew's, Inc. Lorillard Co., P. Macy, R. H., & Co. Magnetic Recording Co. Miles Laboratories, Inc. Miller Brewing Co. Nestle Co., The New Jersey Bank and Trust Co. New Jersey Bell Telephone Co. New York Herald Tribune, Inc. Northeast Airlines, Inc. Northwest Orient Airlines Radio City Music Hall Ray-O-Vac Co. Rheem Manufacturing Co. Ripley Clothes River Brand Rice Mills, Inc. Scandinavian Airline System, Inc. Schaefer Brewing Co., The F & M Seven-Up Company Frank G. Shattuck Co. Shulton, Inc. Standard Brands, Inc. Tea Council of the U. S. A., Inc. Tidewater Oil Co. Trans Lux Theatres Trans World Airlines, Inc. Twentieth Century Fox Film Corp. United Airlines, Inc. Warner Theatre Yonkers Raceway, Inc.

Newest, fastest way to send anything written, printed or drawn:

WESTERN UNION WIREFAX

11 A.M.
storyboard finished
in New York



ONE HOUR LATER
storyboard delivered in
Hollywood* by Wirefax

No chance of error with Wirefax—the Western Union public facsimile system that speeds your material . . . reproduces it in exact, error-proof facsimile form. Now you can send storyboards, letters, TV scripts, etc., coast to coast and have them received instantly and exactly.

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* Present Wirefax Network includes New York, Washington, Chicago, San Francisco, Los Angeles and Hollywood.

Advertising Age
Feature Section

Guild, Zapel at Summer Workshop
C.M. Analyzes Insurance Ad
Tyler Picks Ten Standouts
Small Agencies Get Unfair Deal

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Off-Beat, On-Beat and Beat . . .

Does Off-Beat Advertising Really Sell?—Well—On-Beat 'Sells Like Crazy,' Guild Says

The three advertising beats—off, on and just plain beat—were discussed by Walter Guild at the Advertising Age Summer Workshop last month. Much of the advertising that is called "off beat," now-a-days, is really "on beat," says Mr. Guild, and he maintains that the closer advertising gets to "on beat" the better it sells.

By Walter Guild
President, Guild, Bascom & Bonfigli, San Francisco

Does *off-beat* advertising really sell? 'll be darned if I know. Our agency nev-r uses *off-beat* advertising. Our agency loesn't believe in it. I really don't know vhether it sells or not. In fact, I would ave turned down his opportunity to peak, except that I ated to miss the pportunity of be-ng in Chicago dur-ng the lovely nonth of August.

Walter Guild

The expression, Does off-beat ad-ertising really ell?", is a very use-ul expression. For xample, if your gency is pitching against our agency, ou should of course use this expression. 'ou should say to the prospect: "Sure, B&B does that off-beat stuff, but does *really* sell?" That keeps everything on high ethical plane, and also gives the rospect something to think about. Of ourse every new business man knows hat if his agency comes up with some eally outstanding stuff, it's murder to efer to this stuff as being off beat. He hould point out that it is highly creative. ut if he encounters, on the other hand, he same caliber of stuff submitted by gilvy, Doyle Dane, Burnett, or GB&B, r some other outfit ADVERTISING AGE ays is creative, he should refer to the aterial as off beat. Somewhat the same echnique you'd use in talking about an nemy of yours, saying "he's a very nice ellow—a wonderful fellow—it's too bad e uses morphine!"

erm Not Always Accurately Used

Now I'm not necessarily here to plug e agencies I mentioned a moment ago, ut in my opinion very little of what ey do, or we do, is accurately described y the term *off beat*. Off beat is an ex-ression which was once quite respect-ble, but it has since gotten into bad ompany. It does not mean what it used mean. Off beat used to mean excep-onal, unusual, out-of-the-ordinary, dif-erent. The expression did not carry any onnotation of esoteric, eccentric, beat-ick or sick. Nowadays the expression uggests an image of guys with beards, ongo drums, and the advanced philo-ophies of maladjusted bums and wenches roudly living in sin in highly insanitary surroundings. There is not much point in my discussing off-beat advertising unless we can agree on a meaning or a definition of the term. Perhaps I can illustrate my idea of the modern meaning of off beat with some examples from show business.

Take Bob Hope, the comedian. Hope is exceptional. He's unusual. I've never heard any other comedians exactly like him. He's out-of-the-ordinary, and he's been successful for a long time, but his main attribute is that his appeal is universal. It has been proved that Hope can be put into almost any kind of surroundings, with any type of audience, and will prove to be entertaining. He will get laughs. But I have yet to hear anybody describe Bob Hope as an off-beat comedian.

■ There's another comedian named Mort Sahl. I believe it's fair to describe Mort Sahl as off beat. He, like Bob Hope, is exceptional. He's very clever. But Mort Sahl does *not* have universal appeal. If Mort Sahl were to play Grand Island, Neb., for example, he would be foolish to send out his laundry before the first show. Why? Because he *is* off beat, and the public as a whole is *not* off beat. Mass audiences would neither understand nor appreciate him. His appeal is limited to the cognoscenti. Those who like him, like him very much, indeed, but a sizable slice of the population would not know what Mort Sahl was talking about. What he says, how he says it, and where he says it stamp Mort Sahl as an off-beat comedian. So if we can agree that Mort Sahl is off beat, with specialized appeal to a limited audience, it may be appropriate to say that Bob Hope is *on beat*, in the sense that Hope has broad appeal to a universal audience.

There is a fellow none of you have ever heard of—named Joey Gilhooley. He's emcee at the Peek-A-Boo Nitery in Passaic, N. J. Joey tells jokes, but nobody laughs. He sings parodies, and nobody applauds. He dances, and some guy yells: "Bring on the babes!" This boy has very *limited* appeal, selective, universal, or otherwise. Joey is neither on beat nor off beat. He is simply *beat*.

Selective, Universal, Limited Appeals

So, if we start with the term off beat, we may classify comedians as off beat, on beat, and beat—on the basis of selective appeal, universal appeal, and limited appeal. May I further illustrate this point of view with one more example from show business, this time in the field of music. The expression *off beat* began as a musical term. The strong beats of most music fall on the first and third beats of the measure. Off beat originally meant the second and fourth beats were accented, which is a perfectly legitimate musical device. Off beat in modern progressive music now has a more specific meaning. The off beat comes anywhere in the measure to produce the syncopation typical of avant garde music. It's like—man, the piano has white keys and the piano has black keys. You can play on either. But like when you play off beat you play in the cracks. It comes up sounding way out, man!

A Featured Presentation
From the Third Annual
Summer Workshop on
Creativity in Advertising
Sponsored by Advertising Age

To continue with our illustration of *on beat, off beat,* and *beat,* consider Dinah Shore.

Now Dinah Shore is unusual; she's a big hit. She's outstanding, and she has universal appeal. And she has had universal appeal and been a big hit since the war days, and even before that. But not even those who dislike her accuse Dinah Shore of being off beat. She is definitely on beat.

There is Dakota Staton—talented, but appealing only to the musically sophisticated. Dakota would not go over big at an American Legion convention. Dakota Staton is off beat—an off beat singer—and a very good one, in my opinion.

Another girl who sings is Amelia Fussbottom of Bleeding Heart, Tex. Her daddy took one day's profit from his oil wells and sent her to Europe to study singing. She has everything—except a voice, looks, charm, and common sense. She's not even a hit in Bleeding Heart, Tex. This gal is *beat*. She can be beat by almost anybody. So Dinah is *on beat*, Dakota is *off beat*, and Amelia is *beat*.

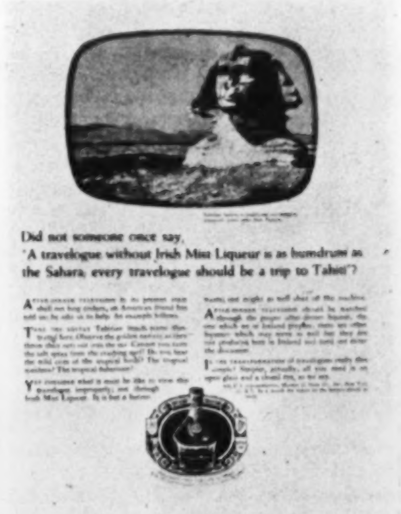
■ Advertising has many things in common with show business, besides risk. In advertising, we have the same three categories of beat—*on beat, off beat* and *beat*—but with an infinite number of gradations. Some beat advertising is *almost* on beat, and some on-beat advertising is *almost* off beat, and some off-beat advertising is *almost* beat, but most advertising will more or less fit into one or another of those three categories.

Let's first consider off-beat advertising, which I was invited to do in the first place. Off-beat advertising is to advertising as Mort Sahl, Lenny Bruce, Dakota Staton, Thelonius Monk, etc., are to show business. There is some very good off-beat advertising. If it is *good* off-beat advertising, its characteristic is specialized appeal to a limited audience—generally speaking, specialized appeal to the natural shoulders and narrow pants set. This good off-beat advertising may be very clever, funny, beautiful, or bizarre, but invariably it is "inside stuff"—absolutely devastating to the hep, and a big nothing to the un-hep. And the vast majority of the people are un-hep, and this includes your speaker. For example, my idea of art is a Norman Rockwell *Saturday Evening Post* cover. I am an amateur piano player, and I am working now on "Love in Bloom." I expect to have it down pat pretty soon. I would like to show you a few examples of what I consider off-beat advertising.

Examples of Off-Beat Ads

The first is an ad for Irish Mist liqueur. As you can see, the illustration is a picture of the Sphinx, and the small copy below the illustration says: "Tahitian natives in traditional net-throwing ceremony seven miles from Papeete." And the headline says: "Did not someone once say, 'A travelog without Irish Mist liqueur is as humdrum as the Sahara; every travelog should be a trip to Tahiti'?" Now I haven't the faintest notion as to what these people are talking about, so this must be an off-beat ad. And I am simply too uneducated to understand it.

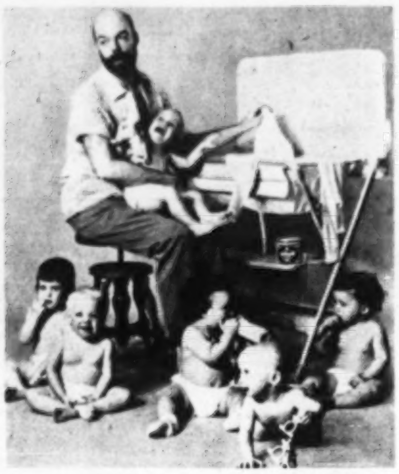
However, it is my impression that this ad is more easily understood than some of the other ads which have been running for Irish booze. The Irish get very fey when they advertise. Much of their copy



Did not someone once say,
'A travelogue without Irish Mist Liqueur is as humdrum as the Sahara; every travelogue should be a trip to Tahiti'?

reads like it was written by leprechauns. It *is* written by leprechauns. In fact, I know the leprechaun who writes it. I am completely unqualified to say whether this is good advertising or bad advertising. I simply don't know. I have been told that the Irish whisky campaign has been highly successful, and completely satisfactory to the advertiser and to the advertising agency. But I think you will agree with me that this ad would not appeal to the readers of *Popular Mechanics*. Nevertheless, it may be a splendid example of off-beat advertising.

■ Here is another ad which, in my naive way, I consider to be off beat. There is nothing new about running an ad without copy. I have seen this technique used in many forms—in on-beat advertising and in beat advertising. This is obviously an off-beat ad, if for no other reason than the guy has a beard. That alone would make it off beat, although some ads with beards I don't consider particularly off beat. The Schweppesman beaver seems to have pretty broad appeal. The message this ad seems to carry is that, if you have six kids all the same age, you're in a hell of a mess. It wouldn't surprise me at all if it sold Woolite like crazy, whatever Woolite may be. But I would classify this as off beat. I would not classify it as on beat because I question its broad appeal, and I would not classify it as beat if for no other reason than that it does get attention. Most beat advertising is simply ignored.



■ Here is an ad which I offer with considerable trepidation, because I can't prove that this ad is off beat—off beat in the sense that it has specialized appeal. It should have tremendous appeal to those people who enjoy exotic drinks, and I am told that that is an exquisite chinchilla coat she is wearing. That, too, would have a tendency to select the feminine buyers of motor oil. I was a little disappointed in the line they ran under the illustration, which says: "Our picture is purest fantasy. We do not suggest you drink Quaker State, but it is definitely one of the finer things of life for your car." This seems to me to be a weakening bit of equivocation.

The difference between Quaker State Motor Oil and other motor oils

I really don't know whether this ad sells motor oil or not, so I cannot fulfill my assignment here by answering the question: "Does it really sell?" May I offer one final example from my collection of off-beat advertising?

I am not too clear as to what the product is. I know it's stationery of some kind, but we get our stationery through a wholesale house in San Francisco, and I am not familiar with this particular product. I am reasonably sure this is an off-beat ad, with specialized appeal to a selective group. I would surmise that it is a successful off-beat ad, because ads very similar to it have been running in *The New Yorker* for some time. Again, an un-hep guy like me has difficulty understanding the meaning of the ad. The headline says: "Contact on Crane's." I suppose this is a secret joke among the upper crust, but I don't get it. And the subhead says: ". . . probably don't remember, but we met you at the Covington's party in Westchester. Our Emily Jane will be in New Delhi this June, and is just dying to meet a real Maharajah." I get the impression that this is a paragraph from a letter addressed to the guy in drag there in the picture. I really don't know. I would say that this off-beat advertising probably really does sell, because as I said they have been running quite a number of such ads, and I question that "Crane Fine Papers, made in Dalton, Mass." is a philanthropic organization. It says also that they have been in business for 159 years, and you don't stay in business that long by being stupid.

Contact on Crane's

"...probably don't remember, but we met you at the Covington's party in Westchester. Our Emily Jane will be in New Delhi this June, and is just dying to meet a real Maharajah..."

Off-beat advertising such as I have attempted to show you is not widely used because most of the products which might benefit by off-beat advertising do not have enough sales to afford any advertising. I will give you my opinion, for whatever it is worth, that mass advertisers who can afford on-beat advertising, but who use off-beat advertising by preference, are wasting their money. I think they would reach more people more effectively if they used on-beat advertising, advertising that has universal appeal, that is a big hit, that has staying power.

On-Beat Ads Take Talent

Unfortunately, on-beat advertising is somewhat rare—in the same way really that popular comedians are rare, or top-notch singers, or hit plays, or best-selling books. On-beat advertising can only be produced by great and unfettered talent, and that too is rare. If I may, I would like to show you a few samples of what I consider to be good on-beat advertising—advertising which is unusual, different, out-of-the-ordinary, and virtually universal in appeal.

Here is an ad for Volkswagen. This ad was prepared by Doyle Dane Bernbach. It is based on a very daring concept. It takes what most people would consider a product disadvantage, and makes an advantage out of it. "Think Small." And the copy is beautifully written. You can understand every word of it—even without a dictionary. Notice the first paragraph. It says: "18 New York University students have gotten into a sun-roof Volkswagen; a tight fit. The Volkswagen is sensibly sized for a family. Mother, father, and three growing kids suit it nicely." No exaggeration. No pushing the consumer around, but very hard sell on the point the ad wants to make.

The next paragraph: "In economy runs, the Volkswagen averages close to 50 miles per gallon. You won't do near that; after all, professional drivers have canny trade secrets. (Want to know some? Write Volkswagen, Box #65, Englewood, N. J.) Use regular gas and forget about oil between changes." Notice not one word of that copy is written in advertising lingo. It talks exactly like human beings talk. This, in my book, is not an off-beat ad in any way. This is an on-beat ad—an ad which is unusual, different, and out-of-the-ordinary, but which has virtually universal appeal. Does it sell? I know in the little California town where I live there are so many Volkswagens it looks like Germany won the war!

■ In preparation for this speech I asked Doyle Dane Bernbach if they would release to me a short statement on the effectiveness of this advertising. Here is the statement:

"During 1959, as in all previous years, imported car sales grew. However, in the fall of '59, monthly sales began to fall from the preceding month. And by April of 1960, every single make of the low priced imported sedans sold less than in April, 1959—that's Renault, Fiat, Hillman, Opel, Vauxhall, Simca, and all the lesser sellers. With one exception. *Volkswagen!* Volkswagen, through the first third of 1960, is 62% ahead of the same period in 1959. Volkswagens are still sold before they reach the dock, because they still have an average 2½ month waiting list.

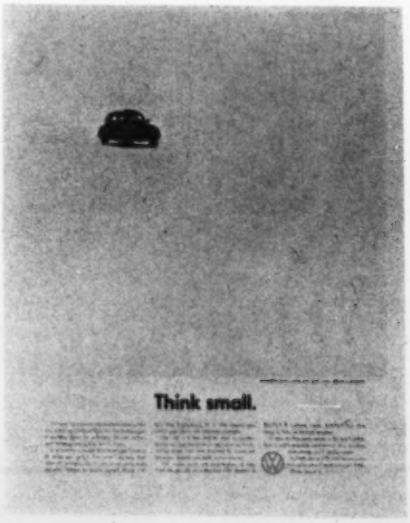
"A remarkable story when you consider the condition of the market, the relatively small national budget, and no basic change of product or distribution."

This, my friends, is on-beat advertising! And it *does* sell! To me this is a typical Doyle Dane ad in which they employ their typical techniques to produce on-beat advertising—a combination of distinctive layout, daring idea, and beautifully written copy.

■ I would like to show you another ad that I consider on-beat advertising.

This is the famous Rolls-Royce ad, made by Ogilvy, Benson & Mather.

You may say that Rolls-Royce, because of its price, should be advertised to the upper stratum of the market. If you will follow this reasoning, you will probably see some justification for off-beat advertising. I think Ogilvy, Benson & Mather very wisely reasoned that the Rolls-Royce should be sold to all the people who could be reached by the media available to the campaign. In discussing this problem Mr. Ogilvy said: "Americans want to know as much as possible about a motor car before they plunk down their money, which is the reason this ad carries long copy."

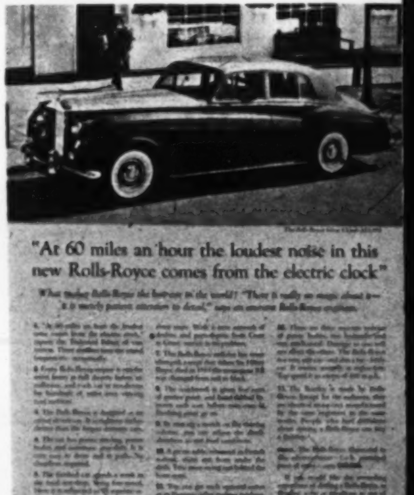


Think small.

This ad is a real maverick by conventional advertising standards. It actually ran only once in each medium, but the acclaim the ad has received and the results it has achieved make it obvious that this ad has broad appeal. While it's true a man has to be loaded to buy one of these beautiful automobiles, you can never tell nowadays what man is loaded and what man isn't. The Texas oil millionaire who may have only graduated from the 8th grade can be just as hot a prospect for a Rolls-Royce as a corporation president from an Ivy League college. Any ad with a headline like this has something to say to anyone who desires to own a fine automobile, whether he can afford it or not.

I asked Ogilvy, Benson & Mather for a short statement of results on the Rolls-Royce campaign, and they referred me to an article in which the results were factually reported. The article quoted the agency as saying: "The Hathaway campaign *grew* to be what it means today, whereas the response to the Rolls-Royce campaign came within 24 hours. As for sales, they are already running far in excess of last year at this time, and the firm's largest U.S. distributor reports definite sales increases resulting from the ads. In Chicago, the dealer who placed one of the first Rolls newspaper ads in a mass medium says the ad sold $100,00 worth of Rolls-Royces the first week it ran, and another $90,000 in the month following."

■ I maintain this is not off-beat advertising, but is a fine example of on-bea advertising. I fail to see anything off bea whatever in this wonderful ad. It is perfectly true it bears no resemblance whatsoever to the ad output of the Detroi manufacturers. Far be it from me t knock the automotive advertising outpouring from Detroit, but in my humbl opinion this automobile ad and the Volkswagen ad are several country miles ahea of anything now being done to sell American automobiles. You notice these ad are plainer than most automotive ads



"At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock"

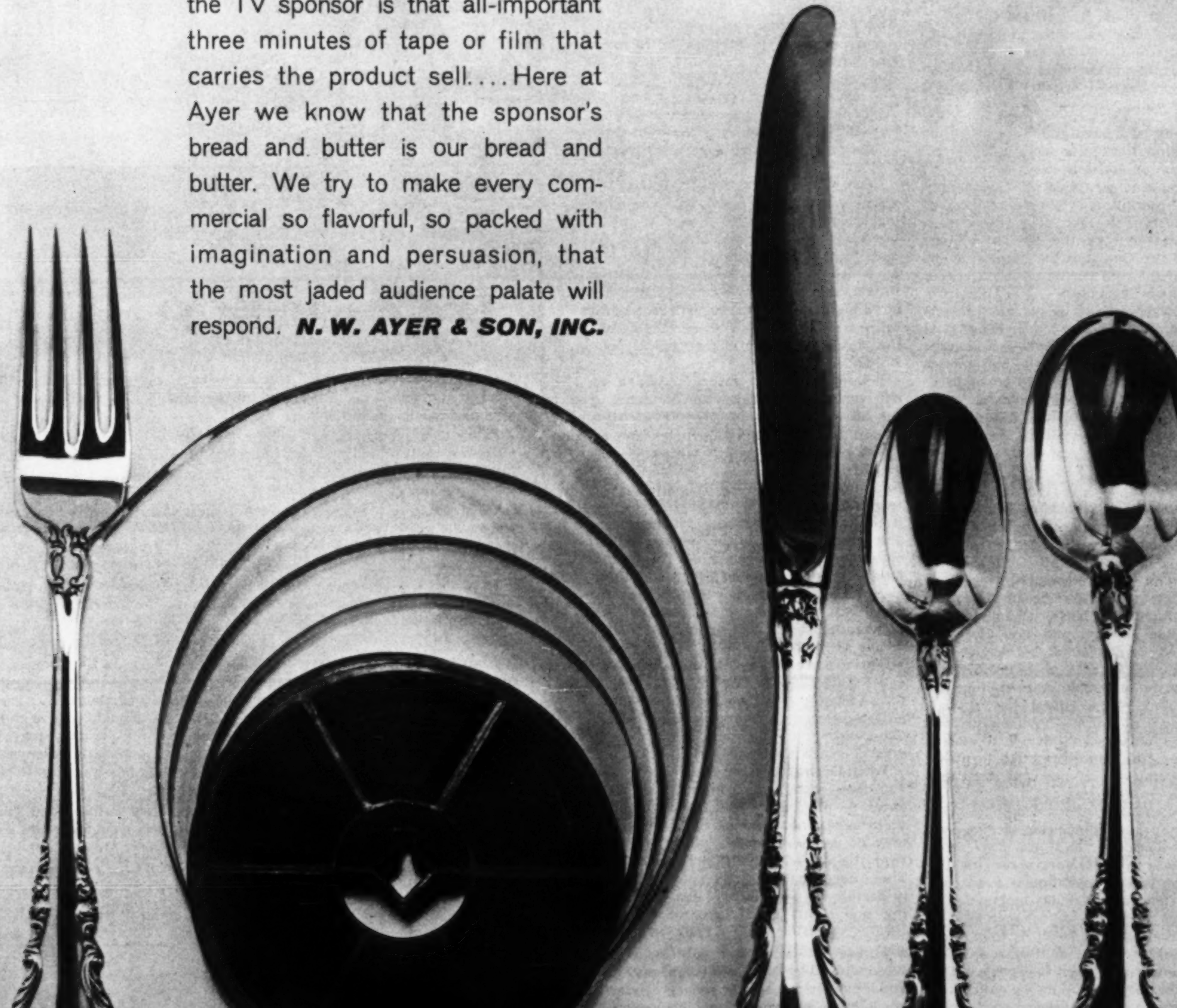
There is less muss, fuss and bother abou them. They carry with them a belief i the reader's intelligence—a belief that th reader is able to understand well-writte prose. These ads exhibit contempt fo word-slinging as it is practiced in off beat advertising, or for trickiness as it i practiced in much off-beat advertising This is just good, inspired on-beat advertising.

I am by nature a generous-hearte fellow. I give money away to charities provided they are deductible. But I hav said enough good things about Doyle Dan Bernbach and Ogilvy, Benson & Mathe Now I would like to sneak in a com mercial for Guild, Bascom & Bonfigl Inc. May I offer a short film on th

The commercial is the payoff

bread & butter...

Lobster Thermidor and Baked Alaska are fun to eat sometimes... but you wouldn't want to live on them. The thing that puts roses in the cheeks of the TV sponsor is that all-important three minutes of tape or film that carries the product sell.... Here at Ayer we know that the sponsor's bread and butter is our bread and butter. We try to make every commercial so flavorful, so packed with imagination and persuasion, that the most jaded audience palate will respond. ***N. W. AYER & SON, INC.***



subject of Skippy peanut butter?

It is my contention that the short film you have just seen is not off beat. I will agree it is unusual, and that it is different. But I will argue that it follows the well-established rules for creating good advertising. It attracts attention—retains interest—creates desire—and I can assure you, it generates action.

Here is a report from the Consolidated Consumer Analysis for 1960. It covers only 21 markets. As you see, Skippy is No. 1 in 17 of them. You may note a certain product called Jif. This product apparently comes from Australia, because they advertise it with kangaroos. I am told by people interested in arithmetic that the folks who stir up Jif in their back room spent ten times the money advertising Jif in 1959 that Skippy did.

There is another peanut butter called Peter Pan, which I guess means that the product never grew up. Peter Pan is alleged to have spent twice as much money on advertising as Skippy during last year. So far, knock wood. Skippy is leading the peanut butter parade, not only in the markets shown here, but in all of our established markets throughout the U. S. We have not added materially to our sales organization. We have offered no gimmicks, gadgets or grommetts. We've had no two-for-one sales. The product is exactly the same as it has been for the last 20 years. So perhaps the advertising does have something to do with this pleasant situation. It is my firm contention that the advertising you have just seen is on-beat advertising—neither off-beat nor beat.

■ As long as I have your rapt attention, I would like to run one more film for you. This time, on Ralston cold cereals.

As you can see, Ralston's increase in share-of-market is higher than that of the industry—in fact, it is more than five times that of the industry. I can tell you also that it is the highest of any cereal in the cold cereal business, and is increasing every month.

Ralston advertising is not *off-beat* advertising. It is *on-beat* advertising. It is built on a sound concept—the concept that adults eat cold cereals, and that it is very difficult to persuade an adult to switch brands by giving him a Buck Rogers Whiz Gun. But it is less difficult to switch him if you talk to him like an adult, and give him some interesting, persuasive advertising.

Uses Humor as Attention Device

In developing on-beat advertising, our agency frequently makes use of comedy. But the comedy we employ is not gentle whimsy, or literate punning, or *New Yorker* type humor. It is broad comedy in the tradition of Charlie Chaplin, Jack Benny, Red Skelton and Bob Hope. If our comedy copy cannot be readily appreciated by practically anyone with even the faintest sense of humor—if it is not really funny—then GB&B has goofed, and the ad is not on beat. Incidentally, we use comedy strictly as a device, to attract attention to the advertising and to introduce a selling message in a pleasant and favorable environment.

I wish I could say that the only agencies which do on-beat advertising are the ones I have mentioned, and our own shop. When I was in New York a few months ago at the AFA convention, I saw commercials selected by a national panel as being the outstanding commercials of 1959. There were some 30 of them, and in my book every one of them was a superb example of on-beat advertising. The panel must have been made up entirely of Republicans, because there wasn't a single GB&B commercial in the whole bunch! Even so, these were very good commercials, and they were turned out by a number of advertising agencies throughout the country. In fact, I don't know of any agencies that do not occasionally turn out some on-beat advertising. But it is my humble opinion, and I shall probably be stoned for voicing it, that the agencies I have mentioned, including ours and a couple of others that I haven't mentioned, simply turn out on-beat advertising a little bit more consistently than do some of our competitors. After all, you shouldn't invite me all the way to Chicago if you aren't willing to listen to a short pitch.

■ I have discussed off-beat advertising and on-beat advertising, and would like to dwell for a moment on *beat* advertising. I am not going to show examples of beat advertising, although I originally planned to do so. I decided against it for two reasons: (1) I have enemies enough now, and (2) the advertising has already run, so what's the use of hashing over something we can do nothing about? I was going to show some ads in which I would blank out the brand name to protect the innocent. For instance, I had one ad for some kind of a kid product. The headline said: "T is for Tuddles," and the illustration showed a little girl "tuddling" her teddy bear. I think they are running through the alphabet. I suppose the next ad will be "U is for Ucky-ducky." I was going to show a few other gems, but I thought the boys who turn out beat advertising have a sad enough life as it is. Why should I add to their grief?

Too Many Ads Lean Toward Beat

Most ads you see in respectable magazines are fairly good ads. Very few of them are *off beat*. And very few of them are really *beat*. But very few of them are really *on beat*. Very few are really great ads—outstanding ads. Too many of them are too far down the scale toward beat. I think this is even more true of television advertising. Isn't it true that if you study the ads in almost any consumer magazine, or spend many evenings watching television commercials, you must conclude that much of what you have seen or heard is not very interesting to you, as a person? Of course if you are an advertising man you will say with fairness: "I shouldn't judge these ads. I'm an adman. I'm not a typical consumer."

I won't buy that entirely. Adman or not, you are still a consumer for many of the advertised products, and you are a person, in most cases. If you read an ad about a product in which ordinarily you should be interested, and the ad doesn't communicate to you—or if you watch a television commercial that makes you want to kick in the tube—is it unreasonable to think that other persons, other consumers, may have similar reactions? I think most advertising which is dull, or "advertisey," or stupid or insulting results from lack of respect for the reader, or viewer, or listener. The attitude of the ad writer seems in some cases to be: "I am brighter, more perceptive, more sophisticated than you who read my ads. Therefore, I must write to you in a lingo—in an adjective-studded bedtime story style. Otherwise you silly jerks won't know what I'm talking about."

Yet this public, whom some ad writers feel they must write down to, experiences no particular difficulty in reading their magazines, moving their lips as they do so. Readership studies say they read the editorials in their newspapers. They seem capable of understanding fairly literate tv personalities, like Ed Murrow and Huntley and Brinkley.

■ I have yet to see a widely respected, successful advertising campaign that did not obviously respect the reader or viewer. I have *never* seen an on-beat ad. that did not exhibit good writing—writing up to the very top level of the ad writer's creative ability.

I am willing to admit that there are many ads which are less than on beat that do a whale of a job, simply because they have a whale of a lot of money behind them. But one of the nice things about on-beat advertising is that it very often works with not so much money behind it.

It seems to me that much beat advertising results from a blind allegiance to certain advertising cliches or advertising superstitions. This may be an example: I once had the misfortune of knowing very briefly a certain ad ma ager in the cosmetic trade. He said to m "Guild, the only way you can make good cosmetic ad is to show a beauti dame who looks like a tart." He used less polite word than tart, but I got t idea. He said: "you can't excite wom to buy cosmetics in any other way. Y

The Creative Man's Corner . . .

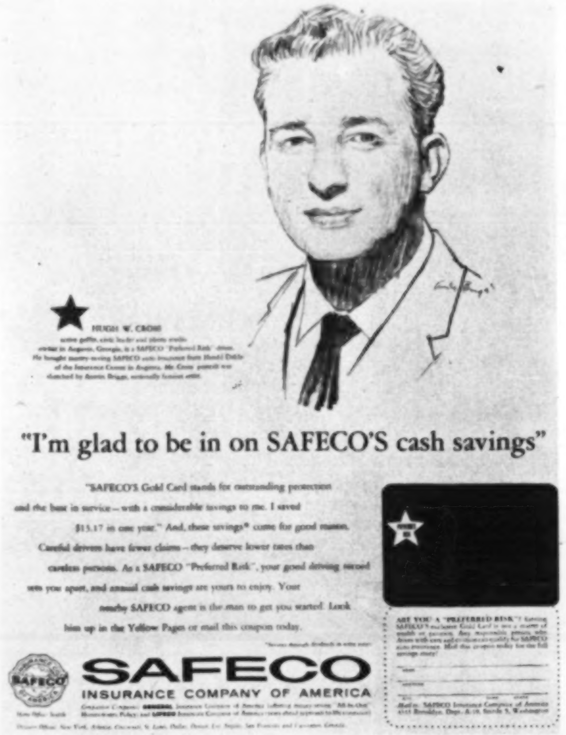
The Mountain Moved . . .

Your own *Saturday Evening Post* rate card will tell you how many thousands of dollars are represented by this beautifully styled, handsomely illustrated, meticuously written two-color page. Physically and psychologically it abides by all the rules.

Heading and signature identify the advertiser unmistakably. Heading shows benefit. Typography is clean, well leaded, easy to read. Action is urged by reference to Yellow Pages or use of coupon.

What, then, is this department's big beef?

It is that the whole powerful pitch is hung on a puny and impotent premise—that today's average driver will get excited about a saving of $13.17 in one year on automobile insurance, and that such an insignificant saving alone will be sufficient to induce action.



"I'm glad to be in on SAFECO'S cash savings"

"SAFECO'S Gold Card stands for outstanding protection and the best in service—with a considerable savings to me. I saved $13.17 in one year." And, these savings* come for good reason. Careful drivers have fewer claims—they deserve lower rates than careless persons. As a SAFECO "Preferred Risk", your good driving record sets you apart, and annual cash savings are yours to enjoy. Your nearby SAFECO agent is the man to get you started. Look him up in the Yellow Pages or mail this coupon today.

SAFECO

INSURANCE COMPANY OF AMERICA

Every teen-age aspirant to a driver's license is aware of the financial penalties imposed on him for being under 25. These penalties, to be sure, are fully justified by the accident records, but they make a saving of $13.17 appear as something less than world-shaking.

Every adult driver who pays mounting car insurance premiums every year knows the score. He is accustomed to astronomical figures, not only for insurance, but for income taxes, state taxes, county and city taxes, school bonds, et cetera, et cetera, et cetera, as the King of Siam so eloquently puts it.

So he sees this sensational Safeco page, he is caught by the reference to cash savings, and he gets down to $13.17. Then comes the asterisk and the six-point footnote, "Savings through dividends in some states."

Dull thud.

What is the thoughtful driver of today really looking for in automobile insurance? He knows that no matter how careful he may be, he is in dire peril from a less careful driver the minute he backs his car out of his garage. His great concern is not how can he save $13.17 if he happens to live in the right state, but whether—in event of an accident—he will get immediate attention from his insurance company. Is it prompt—and financially responsible? Has it a good record of claim settlement? Will it cancel his policy if he is the unfortunate victim of another driver's wildness?

None of these sober questions are answered in this Safeco page. That sickly saving of $13.17 per year carries the whole burden. That is hardly enough to pay for five dollars' worth of groceries in this Year of Grace, 1960.

Horace said it, somewhere around the year 20 B.C.: "The mountains are in labor, and a ridiculous mouse will be born." #

Alice in Numberland

CHAPTER II

Humpty Dumpty

"When I use a word," Humpty Dumpty said . . . "it means just what I choose it to mean—neither more nor less."

"The question is," said Alice, "whether you can make words mean so many different things."

Likewise, it might also be asked whether a product made of words—a magazine—can really communicate when it has to be all things to all kinds of readers. Further, can a magazine be equally exciting to a man in a steel mill, a man in a tool and die shop, and a man in a high volume production plant? We think not.

PRODUCTION's circulation is concentrated 99.1% in metalworking plants utilizing repetitive manufacturing techniques. Editorial, therefore, is written to fill the needs of this *one* select audience . . . an audience that purchases over 85% of all metalworking equipment, materials and supplies.

Writing for *one* audience, PRODUCTION editors utilize reader-oriented techniques that provide readers with *useful* and *timely* information. One source is PRODUCTION's Forum of Manufacturing Interests. Here, continual surveys reveal the types of articles that will best help readers in their work. Another example, the PRODUCTION Round Table, has for over 16 years alerted readers to new trends and ideas for improving manufacturing efficiency. Adherence to PRODUCTION's editorial purpose—" . . . *to recognize and to fulfill, the special needs of engineers and managers who are concerned with improved manufacturing efficiency, costs and quality in mass production metalworking plants*"—will attract over 31,000 influential and attentive customers and prospects to your advertisement each month.

With PRODUCTION, there is no wonderland of superlatives, no frantic circulation numberland *(and, incidentally, no 1961 rate increases)*—just good, progressive publishing directed to America's largest industrial market.

PRODUCTION

the magazine of manufacturing

Bramson Publishing Company, Box 1, Birmingham, Michigan have to appeal to the hussy in women."

■ While this fellow was telling me this, his company was being clobbered by a pretty, wholesome-looking, non-tart cosmetic saleswoman by the name of Barbara Britton. Miss Britton appeared on television and she looked like a lady, she talked like a lady, and she sold cosmetics like they have seldom been sold before. I am sure the company that sponsored her was aware of the cliché about using tarts in cosmetic advertising, but either they didn't believe it, or they got into the Britton kick by accident, but at any rate Miss Britton proved there is more than one way to sell cosmetics. And incidentally, the guy who told me this "clichéd" himself out of work, and his company behind the 8-ball.

Our business is full of such clichés, half-truths, bromides and superstitions. If you want readership, "show a baby, a dog, or a recipe." "Beer ads have to look like beer ads." "Gasoline ads have to sell power." "People won't read long copy." "Bank and insurance ads have to be dignified." "The size of a television audience is all that counts."

■ These are just a few of the clichés I have added to my collection in just the past few months, and these clichés were quoted by fairly big people in advertising. I know for a positive fact that there is not one word of truth in any of these clichés, and yet every one of them is faithfully practiced by people in advertising who ought to know better.

Cliché thinking leads to cliché ad-making. The people who create on-beat advertising believe in no clichés, not even in the ones they make up themselves. They believe there are no absolutes in advertising—there are no sure-fire formulas—and they also believe there are no horizons. The greatest ad has yet to be written. Every new ad is an adventure in creativity. The blank page in the ad writer's typewriter is the empty canvas on the painter's easel—page one of the new novel—the noteless staves of music manuscript on the composer's desk.

■ Big hit, universal appeal, on-beat advertising must be original from start to finish. It must be different from anything in its industry, and different from anything in all of advertising. If it is less than that, it is not on beat. Most of the creative people in good advertising agencies are capable of turning out on-beat advertising, but too many things get in their way . . . too many clichés, too many sacred cows, the philosophy of playing it completely safe, the fear of losing the account, and very often dread of the dreadful drudgery involved in developing really first-class advertising.

■ And now if I may close by climbing off the soap box and referring once more to my assigned topic, I would like to sum up by saying I haven't the faintest notion whether off-beat advertising really sells. I sincerely hope I have made my point that much of the advertising that is called off beat is not off beat at all, but on the contrary is on-beat advertising. I submit that *on-beat* advertising sells like crazy. The closer advertising gets to *on-beat* advertising, the better it sells, and the closer it gets to *beat* advertising, the worse it sells. #

JWT Writer-Producer Urges 15-, 30-, 45-, 60-Second Lengths for Spot Television Commercials

Substitution of a new system of commercial lengths in spot television was urged at the third annual Summer Workshop on Creativity in Advertising by Arthur Zapel, tv group head with J. Walter Thompson Co., Chicago. Present 10-, 30- and 60-second lengths do not make sense creatively, he said. In his original discussion of commercial lengths, Mr. Zapel showed numerous examples of tv commercials.

By Arthur L. Zapel
J. Walter Thompson Co., Chicago

Length of program commercials should be determined by the "*and*" considerations. Message *and* nature of show. Message *and* position of commercial within the show. Message *and* special objective. A moment ago we saw a Schlitz animated live commercial for super-imposition over a sports show. Here the nature of the show determined the length more than the message.

Position of commercial within the show sometimes influences length more than the message. A news show, for example, would not call for a two-minute commercial at the start—nor do some tense dramatic shows allow a two-minute commercial in the middle.

Then again, sometimes your commercial objective is a special one. Perhaps you are anxious to identify with the show so that there can be no question who makes the entertainment possible. You may choose to do this by using the maximum number of commercial positions consistent with network or station policy. Commercial length then could be the divisor of the number of positions into the total allowed time.

■ Or you may, on the other hand, choose to use standard length commercials with one abbreviated enough to permit the inclusion of a 15- or 20-second commercial using the star of the show in brief association with your product. The stature of the star *and* the type of show *and* the degree of need for identification *and* the budget *and* the message *and* the client and so on. These are the "*and*" considerations that must and should determine program commercial lengths.

Odd length program commercials frequently aren't feasible owing to a heavy inventory of standard length commercials, but every show buy certainly deserves new consideration of commercial lengths.

■ Program commercials offer us the "possibility for flexibility" that we would like to have, but how about spot commercials? What, if anything, can we do about the length of those? In short—tragically little. We're victims of a jerry-built system of spot commercial lengths set up by time salesmen and time buyers, not commercial writers and producers. Today's system of commercial lengths all too often forces us to shoot sparrows with cannons and kill elephants with water pistols.

Ours, bless it, is a dynamic business. None of us ever get a chance to get settled and I suppose that's the fun of it. Just about the time we groove our swing another of us will come up with a better way of doing things that changes everything . . . for the better, usually, because all of us are discovering new ways of doing our job better every day. I sincerely believe our work of today compared with five years ago shows it. New techniques, new systems have evolved out of our struggles to make better commercials.

Time Periods Are Wrong

There is one area of commercial making in particular that has frustrated me and I wonder if we all share this frustration?

How often have those of you who write and/or produce commercials struggled hopelessly to make a decent 20-second lift of a 60-second commercial? How many of you have busted a gusset trying to make a trim and proper 10-second lift of a 60 or a 20? Judging from some comments I've received after advancing a plan, many share this frustration. Our arbitrary spot commercial times today, I believe, are unnatural to our problems. We are working with a "Fahrenheit" system when the elements of our problem are more carefully calculated in "centigrade." More directly, I feel that the 10-20-60 second system of spot commercial lengths is an illegitimate child of our industry. It is a bastard heritage made up of radio, early tv, the FCC and the momentum of convenience. It did not grow out of any thoughtful consideration of the stuff from which commercials are made: words, music, dramatic pace.

■ Consider the 10-second commercial. It happened when some station or agency wised up to the idea that a station could tie in a brief commercial message with the FCC station-break requirement. Result: a 10-second ID commercial gives you 6¼ audio, 10-second video. This permits mentioning the product name and little else. To me this isn't a tv commercial. It's a second-rate poster, placed at a congested three-way intersection.

Take the 20-second commercial. This unfortunate foster child is frequently expected to do 60 seconds of work in one-third of the time. Many 20-second commercials as a result are formless—suffer from faulty syntax like that Lawrence Welk song of a few years ago: "Throw Mama from the Train, a Kiss, a Kiss." Frequently they come out just that bad because some film editor was told he had to lift the 20 from the 60, hold the same mood and structure, tell the same advertising story and not exceed the 18-second audio requirement.

The 60-second commercial, I have no quarrel with. It permits time enough for all production elements to work satisfactorily under normal conditions.

Suggests a New System

Question: All right, if this 10-20-60 system is not conveniently workable, what system would be better? *Answer:* A system with a divisor of 15 seconds. A system of commercial lengths: 15-30-45-60.

Why? Answer: It's a system compatible with commercial elements, not with commercial salesmen. For example, a 10-second station-break ID commercial would instead be 15 seconds. It would accordingly have 11¼ seconds audio, not 6¼ as does the 10-second spot of today.

This would permit among other factors, for example, a full musical phrase. A musical phrase is generally one bar per second, at a normal tempo. One phrase or eight bars equals eight seconds, leaving 3¼ seconds for a musical button. Accordingly a 15-second ID commercial would permit you to use the basic strain of your commercial jingle, whether out front or in the background of the commercial.

Let me give you an example . . .

A 15-second ID commercial because of additional audio and video possibilities has more of a chance to be a commercial, not a poster.

A Featured Presentation
From the Third Annual
Summer Workshop on
Creativity in Advertising
Sponsored by Advertising Age

Arthur L. Zapel

Under this proposed "centigrade" system, today's illegitimate 20-second commercial has two possibilities for decency. It can become a legitimate 30 or a 45 depending on the product, the message and the treatment.

Music, of course, is only supporting evidence to this proposal. Copy is the clincher. Today's 20-second commercial gives you the opportunity to mention the product and the slogan with perhaps a small bid for action. That's enough for many products, but for many others it is pure tyranny. If, for example, your selling message must convey qualifiers, your commercial becomes nothing more than product name, qualifier; slogan, qualifier, and product name. Just no room left for creative handling.

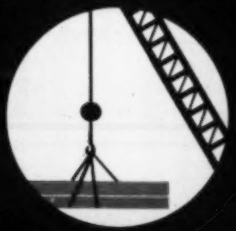
On the other hand, with 30 seconds you have a little room for dialog, perhaps. Time to set up and time for a little heart and spirit. You can put a harp gliss here, a celeste arpeggio there, maybe a cute voice effect in between.

■ This 15-30-45-60 system, in addition to affording the "possibility of flexibility" would also offer some convenient economies both in terms of spot buys according to need, and in production-dollar savings from increasing the possibility of commercial element lifts.

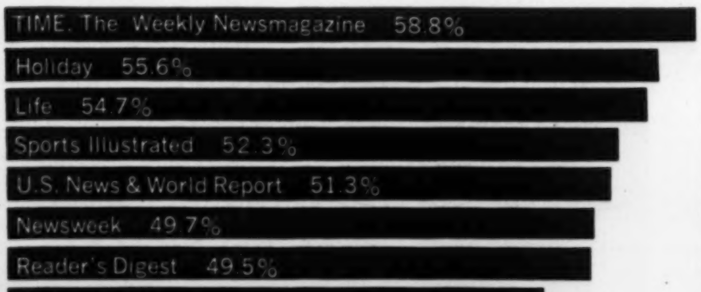
Time doesn't permit a discussion here of the spot-buy economies that may be possible. I have talked with members of our JWT time-buying department and they indicated that, in their opinion, these time increments are feasible and could possibly be used to advantage by some accounts.

In the area of production-dollar savings this system makes effective "lift-commercials" possible. Many commercial writers

CONCENTRATION AND COVERAGE



CONSTRUCTION EMPLOYEES
Circulation concentration in the top 100 counties.



Magazine	Concentration
TIME, The Weekly Newsmagazine	58.8%
Holiday	55.6%
Life	54.7%
Sports Illustrated	52.3%
U.S. News & World Report	51.3%
Newsweek	49.7%
Reader's Digest	49.5%
Look	45.6%
Better Homes & Gardens	44.8%
Saturday Evening Post	43.4%

Sources: Sales Management's "Survey of Buying Power" (5/10/59) and latest available publisher's reports: TIME (3/23/59) • Holiday (March 1957) • Life (10/26/59) • Sports Illustrated (3/2/59) • U.S. News & World Report (3/28/58) • Reader's Digest (April 1959) • Newsweek (3/23/59) • Look (3/18/58) • Better Homes & Gardens (April 1959) • Saturday Evening Post (3/14/59)

UNDER CONSTRUCTION

Fifty-nine percent of all construction workers are employed in just 100 of America's 3,070 counties. **In those 100 boom counties, TIME concentrates more of its circulation than does any other magazine of a half million or more circulation.** When building your advertising schedule, build it around the most effective medium, TIME. For TIME offers you concentration and coverage where it really counts.

THAT'S TIME

and producers have long since given up on 20-second lifts from 60-second commercials and have been custom-making their 20s with specially shot footage. With 30- and 40-second increments it is possible to make direct video and audio lifts as I have demonstrated with audio tapes. The need for special footage and a special sound track is lessened.

■ Of course, everyone likes to ride a white horse and perhaps this small crusade for a more flexible spot commercial system is only a vain fancy of my own. I am aware that what may seem like justifiable pioneering may be merely evasion, or laziness—or the disinclination to submit to discipline. I have variously been guilty on all counts. My only defense is that this system makes honest sense in terms of my experience and from the comments of my professional friends. What's more, in Britain they're using 15-second increments right now, and apparently with success. Commercial tv in Britain started long after ours and perhaps they had time to consider our mistakes as well as our strengths.

In our dynamic business, it's never too late to consider a new system of spot-commercial lengths. The changeover would be considerably less expensive and much less complicated than a normal re-tooling operation in most other industries.

■ Our existing commercial inventories would not have to be discarded. Our 10-second ID commercials could be expanded with a 5-second live tag until their use period either expired or the client agrees they can be retired from use. Similarly, the 20-second commercial could be given an additional 10-second tag during the interim period.

Of course, there's much more than just commercial considerations before we could institute a new system, as you and I know. Some well-entrenched routines would have to be out-trenched. To those who oppose a system of this sort we can only say that we can't make an omelet without breaking eggs.

■ I have chosen to call this plan to your attention today both because I believe it is something that will some day happen and because it serves very well to call to your attention other considerations influencing the length of a commercial.

In closing may I simply remind you that a good commercial is like a girl's dream—it should be long enough to cover the subject, but short enough to keep it interesting. #

On the Merchandising Front . . .

Committee Buying and the Downgraded Buyer

By E. B. Weiss

E. B. Weiss

It is hardly news to the food processor that the food line is bought essentially by a committee—not by the traditional individual buyer. But it has yet to be comprehended in merchandise lines sold through other outlets that here, too, the buyer is being shorn of some of his traditional functions; here, too, buying by committee is taking over. And it is also probable that even suppliers selling to the food outlet have developed new selling postures appropriate for an era of committee buying.

As retailers become larger, buying by committee becomes more common. The formula is just as simple as that. And, of course, the whole trend in retailing, as I have been pointing out for years, is toward giantism.

■ Naturally, this involves considerable change in the role of the buyer—that is, of the individual buyer. These changes include the following:

1. The actual buying decision on purchases other than re-orders will be made with less frequency by the individual buyer.

2. The individual buyer will become more in the nature of a channel of communication between supplier and the buying committee.

3. As a link in this channel of communication between supplier and buying committee, the buyer really takes over much of the role of the supplier's salesman. This is quite an astounding change, and yet it is inevitable; since the salesman can seldom get into the buying committee, and since filled-in forms seldom give the committee all the information it requires, the buyer is being compelled to function as an intermediary between the supplier, salesman and the buying committee. To a degree, in that role, the buyer really acts as a salesman for the supplier.

It is of course true that, for decades, our traditional department stores have made buying subject to a limited form of committee procedure. When the merchandise manager, or "upstairs," must confirm an order, then a type of committee buying exists.

But in selling to department stores, the supplier's salesman has not been barred from "going upstairs" to the extent true of the modern buying committee of the chains. While it is entirely probable that the chain buying committee will, in time, lower its bars somewhat to supplier salesmen (right now, only a few major suppliers can win entry into some buying committees), this privilege will be extended rarely. The membership of the buying committee is such that time is of the essence, and it just would involve too much time if the bars were lowered indiscriminately.

■ Now I am sure that some trade buyers will deny that their authority or their functions have changed, or will change. But surely if the buyer had retained *all* of his traditional domain, there would be *little need* for the buying committee. Moreover, it is obvious that although the buying committee really started as a new products committee, it soon took under its wing anything in the way of a "new proposition," which is precisely why it is seldom called the new products committee any longer.

Incidentally, the chain buyer's domain is being further shriveled by the increasing buying authority that is currently being given to the store manager and, in particular, the manager of the giant new one-stop store units that practically all chains are opening.

Marketing men may find it imperative to take a new look at the trade buyer in the various giant chains. In particular, it would appear wise to determine whether the traditional connotations of the term "buyer" have much more application today than, for example, "5 and dime" has to the modern variety chain's inventory.

If, as I contend, the buying role of the trade buyer is waning—and if, as I also contend, the trade buyer is becoming a new type of salesman for the supplier, a new form of communication between supplier and the buying committee—then the trade selling programs and the jobs of the salesmen of many manufacturers must be adjusted accordingly. This new appraisal of the trade buyer and of the supplier's salesman becomes even more imperative if it is also reasonably correct to conclude, as I think it is, that any "new" proposal will be decided upon by committee, rather than the trade buyer, and that the latter's functions involving re-orders will be mapped out for him primarily by the electronic data processor.

Thus, the buyer's domain is being nibbled away by two remarkable developments: the buying committee and electronic data processing equipment. Yet I suspect that the majority of manufacturers continue to think of, and sell to, the trade buyer of giant retailers as though he were still high man and even the only man on the buying totem pole. #

The Peeled Eye Department . . .

When Better Sidesaddles Are Built, Chevy Will Build Them

By Dick Neff

Oat-Burner

"Perhaps I'm peculiar," writes Suzanne Armstrong, of Corn Products Co., "but I happened to read the enclosed [Chevy] ad (*Time*, Aug. 8) from the bottom up.

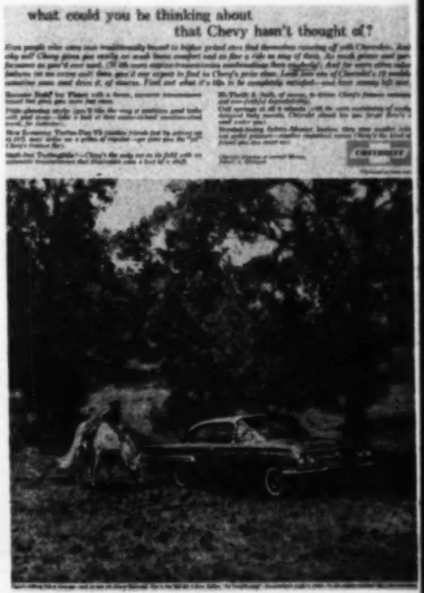
Dick Neff

"My hurried conclusion: There is nothing like a new car—but for pleasure, an old horse is better. God knows, the girl in the illustration is *not* 'running off with' her Chevy . . . obviously she doesn't even care to look at it."

Reader Armstrong then icily examines the claim, "As much power and performance as you'd ever need. (With more engine-transmission combinations than *anybody!*)" and comments:

"What person *(anybody)* has 'engine-transmission combinations?' Sounds revolting."

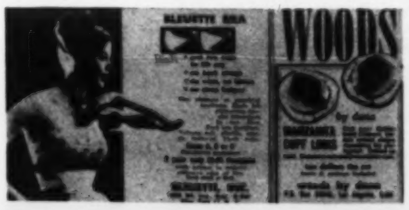
As for us, what we were "thinking about that Chevy hasn't thought of" is a better sidesaddle, so this poor ballet dancer or wood nymph or sleepwalker or whatever she is won't fall off that stuffed horse.


what could you be thinking about
that Chevy hasn't thought of?

Typographical Boo-Boos—or Are They?

A recent issue of a Missoula, Mont., newspaper apologized to a local citizen for calling him a defective in a previous issue, then went on briskly to say that everyone knows he's a detective on the police farce.

Says our talent scout, Jim Loges, advertising director of Amerock Corp., Rockford, Ill., "Being very unfamiliar with the ins and outs of politics in Missoula, Mont., I am not sure whether the enclosed clipping is the result of a personal vendetta, a ticket-plagued typographer, or simply pure coincidence. In any event, it makes good reading—if you don't happen to be a member of the Missoula police farce."


BLEUETTE BRA
WOODS
by dana

The Inscrutable Makeup Man

"Here's a juxtapositioning of ads that caught my peeled eye," writes Paul H. Pease, account executive of Ball Advertising Inc., Palm Springs and San Bernardino, referring to the Bleuette Bra and Woods by Dana ads you see here.

Ah, those French. And oh, those Californians!

Diogenes Finds His Man

Some time ago Richard Payne sent us an S. Klein ad from a New York newspaper advertising an electric appliance thus:

List Price $16.95!
$19.99

This seems to be a sinister trend. Frank G. Steudlein of John B. Goodwin Co., real estate, Memphis, sends us another one reading:

Boys' Cotton Knit
SPORT SHIRTS
Usually 59¢
$1

Says Mr. Steudlein: "I realize that the tv investigations, charges of rigged programs, unrealistic advertising, unsupported claims, etc., have the advertising fraternity quite jittery.

"However, I believe this advertising is carrying the 'telling the truth in advertising' just a little too far!"

Roast-Sirloin-of-Reader-Beef Department

We have with us this evening two distinguished complaints from readers. The first is from Doug Weirauch, advertising manager of Commodity Products, Inland Steel Products Co., Milwaukee. He takes issue with a recent quote in this column by Ralph Duke, of Barnes Advertising Agency, also in Milwaukee. Mr. Duke's statement was: "These three ads were found on three consecutive pages in the March issue of *Boat & Motor Dealer*."

Asks Mr. Weirauch: "Did you check with Mr. Duke on how he managed to find two spreads and a one-pager on *three* consecutive pages? Or ask *Boat & Motor Dealer* how they accomplished this printing miracle? Other publishers would pay plenty to be let in on the secret, I'll bet."

The other beef is from a reader who

Who reads
CHICAGO'S AMERICAN?

I enjoy the variety of the Amer-
can's columns most, especially
he bright and amusing pieces by
holly Dearborn."

Colleen Moore Hargrave,
civic leader,
1320 N. State pkwy.

"I like the new front page on Chicago's American. The news is always well presented and easy to follow."

Thomas Moffat,
fireman,
2717 N. Dayton st.

"The editorial and feature pages are my favorites. They are always thought-provoking and stimulating."

Bernard Kaufman,
lawyer,
188 W. Randolph st.

The women's pages are my fa-
orite reading. I like the recipes
f Mary Martensen, and fashion
rticles."

Lucille Fisher,
store clerk,
3624 W. Division st.

"I rely on the American for the latest, most authoritative news coverage. That means sports news, too."

David L. McAndrews,
policeman,
4054 S. Maplewood av.

"I like the change in the American. The paper is more colorful now; the printing is much clearer than before."

Kenneth Kobukata,
school teacher,
1214 W. Berwyn av.

"We do," say enthusiastic Chicagolanders

CHICAGO'S AMERICAN
Wholly owned subsidiary of the Tribune Company, Chicago, Illinois

signs his name Bo-Bo. He picks up his sword in defense of an ad with the headline, "Mom, let's have a nice warm house!", which ran in 80-degree weather.

"This may come as a piece of news to you," he writes, but the fact remains that most furnaces and conversion units *are* sold in the spring and summer, regardless of the temperature outside. After all, nobody wants to have a furnace installed, and be without heat, in the middle of winter.

"The only other guy I can think of who would have missed that point would have been the Creative Man. Or maybe you are the C.M.—God forbid. Bo-Bo"

Now, now, Bo-Bo—no name-calling.

We *could* have suggested the ad might've added "next winter." But shucks, let's be a good sport and admit it: Bo-Bo caught us with our dampers down. #

Small Advertisers and Agencies Would Suffer Most if 15% System Goes, Says One of Them

It has usually been assumed that the big advertisers could take care of themselves, and that pleas for the abandonment of the agency commission system of compensation have come from smaller advertisers and agencies. It is interesting, therefore, that the following letter to the editor of Advertising Age was written by a small agency, and expresses the viewpoint that smaller advertisers and agencies will suffer most if a change is made in the present method of agency compensation.

By Leo P. Bott Jr.
Leo P. Bott Advertising, Chicago

Has anyone given any consideration to the confusion and economic loss that will ensue if and when the 15% agency commission system of compensation receives its death knell? The advocates of the abolishment of the 15% system don't seem to have considered the following phases. They keep talking about the large advertisers and the large agencies charging a retainer in its stead. But how will the change affect small agencies, advertisers and publications which run a lot of small ads?

According to a review of the famous Frey Report a few years back, probably the latest and most thorough investigation of the present system:

> "The study employed a sample of 3,800 advertising managers, including 447 who handle budgets of more than $1,000,000. The final returns represent a solid segment of the entire industry and include: 70% of all advertisers with budgets of more than $1,000,000; 64% of all agencies billing in excess of $30,000,000; and 55% of all agencies with billings of more than $5,000,000."

■ What about advertisers spending less than $1,000,000? What about the "little fellows" who spend far less—$100,000, $50,000, $10,000, $5,000—*and less*. That $5,000 appropriation looms mighty large to a small business. What are the views and desires of the so-called "small fry" which keep the fire of advertising going?

The advertising of most small advertisers is handled by small agencies and both are happy with the present arrangement. Usually it costs the advertisers nothing to get professional services. Because of proper guidance and the results, the small advertisers frequently emerge as large advertisers. Which means the small agencies are well rewarded for their efforts in developing the account or —tragically—are frequently incubators for the large agencies. Meanwhile the publishers are happy, too, because they sell the space without having to contact the advertisers each month for copy, writing the ads and handling collections.

Admittedly, the system has its faults and has encouraged evils, as any system will, although it must also be admitted it built the advertising profession *and advertising as it is itself today!* Now in all the fu[illegible]or, there are a few angles which seem [illegible] have been overlooked. So the abandonment of the system should not be made without due consideration of these consequences.

■ The present system of payment is the lifeblood of the small agencies, the great majority of the more than 5,000 agencies in this country. The large agencies represent only a small percentage of the thousands of advertisers. Many small agencies would undoubtedly go out of business because most small advertisers, the bread and meat of their clientele, will not pay a retainer fee.

It's so easy to say they will—ultimately they would have to; true. But in the long interim, many just won't. So the publishers will lose a lot of revenue. Many small business concerns, having limited budgets (if any), consider advertising as a necessary evil and don't feel inclined to pay for preparation on top of space expenditures. Many dislike paying for mechanical charges in addition to the advertising itself. (They often decrease the size of the ads or their frequency to make up for the expenditures necessitated by production costs.)

So what is apt to happen? The burden will be shifted to the publishers. While they will "save" 15%, it will cost them far more than that to keep to the present level. First of all, who will write the ads? Most business men have neither the ability nor the time, and small concerns can't afford to employ a fulltime writer. They will have to use free lance admen, whose fee would probably be greater than the cost of the space, but would most likely take that fee out of their total budget. *The publications would lose!*

■ So the publishers' salesmen or representatives will be forced to write the ads to sell the space, as formerly, until the agencies stepped in. Accounts have been turned over to us by representatives to relieve them of the necessity of writing copy and keeping up the essential monthly or more-frequent contacts.

The copy will become less potent, as many reps will certainly not have their hearts in this job, even if they are good copywriters. They will be inclined only to fill up the space rather than spend a lot of time developing good copy and merchandising ideas, for which they are paid nothing. Many more ads will be repeated until the cuts and type wear down badly—and smudge-looking ads as well as old ones or those that become out of date don't invite reading . . .

Another important angle which should also be considered is credit. When the agencies handle the accounts, they are responsible for payment. The publishers can count on most of the money due them almost within ten days and do business on that capital. Under a new system, publishers would have to wait longer for their money. They would also have to bear the burden of losses, to say nothing of the costs of collecting, especially poor accounts. Advertisers will be prone to put off paying a publication as promptly as their agency and expect (and often get) longer terms.

Since the remaining agencies would no longer be agents of the publishers but more like independent operators, their attitude might change and, as strictly representatives of their clients, who will be paying them for services, they would probably become more demanding.

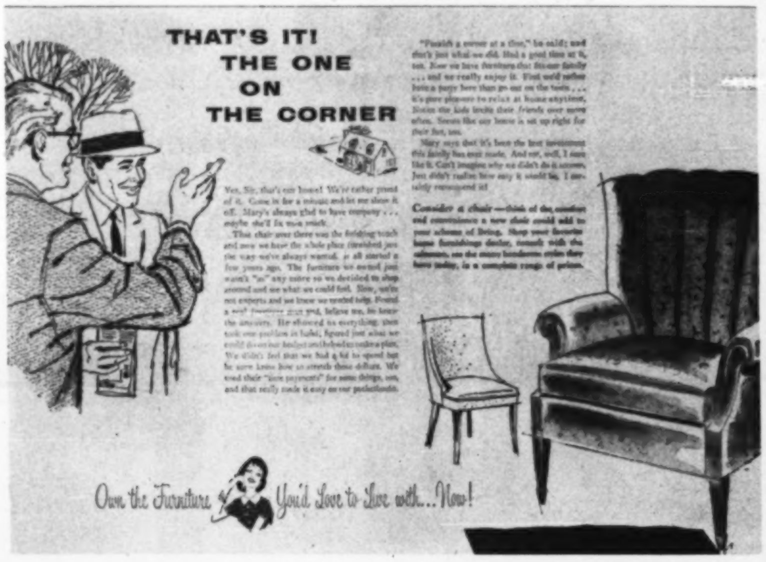
Somebody has to take care of the new advertisers and educate them. The larg agencies won't do it without a huge fee Nor would they live with a tiny accoun as do the small agencies, gambling o the chance they can develop the account to a point where they will eventuall pay out for all that extra effort.

So, other than smooth sailing amon the big advertisers, I foresee considerabl turmoil in advertising relations if th present agency commission system i abolished.

Let the small agencies, small adver tisers and publishers be heard. Every thing I've read has been the constan advocacy by a comparatively few larg advertisers and agencies and those wh have a selfish interest in bringing abou such a revolutionary and radical change.

Learning from the Retail Ads . . .

The 'Just Doesn't Come Off' Ad


THAT'S IT!
THE ONE
ON
THE CORNER
Own the Furniture You'd Love to Live with... Now!

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

There are fewer good playwrights, dramatists, novelists, short story writers—than advertising writers. That's why ad creators are wise to stick to their knitting and not attempt literary forms to which they are unaccustomed.

This ad was one of a series run by a Home Furnishings Council in a great city —horizontal half pages in expensive space. (Very expensive when the small work such an ad as this does, is considered.)

■ This ad starts off: "Yes, Sir, that's our house! We're rather proud of it. Come in for a minute and let me show it off. Mary's always glad to have company . . . maybe she'll fix us a snack."

The pictured house is a washout—not nearly as attractive as many thousands being built today in the lowest price class. But maybe this poor guy *is* proud of it. He's stuck with it. The door is full height to the eaves, hence it is obvious no one could stand up upstairs. And anyone in the living room would have to stoop to look out of the bay window.

You say: "No one will notice the house that closely."

Then it shouldn't have immediate mention, especially *favorable* mention, nor should it have any illustration space.

The conscientious, professional ad creator strives always for verisimilitude. This ad makes no such attempt. The monolog is in what man's vernacular? Certainly no man's I have ever heard . . . "Fin we'd rather have a party here than g out on the town . . ."

The kind of party you could have in th hen coop would be fun to watch. And "the kids invite their friends over" it because this is a playhouse.

The ad winds up with a discussion of chair. "Consider a chair—think of th comfort and convenience a new cha could add to your scheme of living. Sh your favorite home furnishings deale consult with the salesmen [sic], see th many handsome styles they have toda in a complete range of prices."

There are always difficulties in doi cooperative ads that intend to help wide disparate stores. But a job that is difficu to do should not be done unless reasonab good solutions are found for the toughe problems.

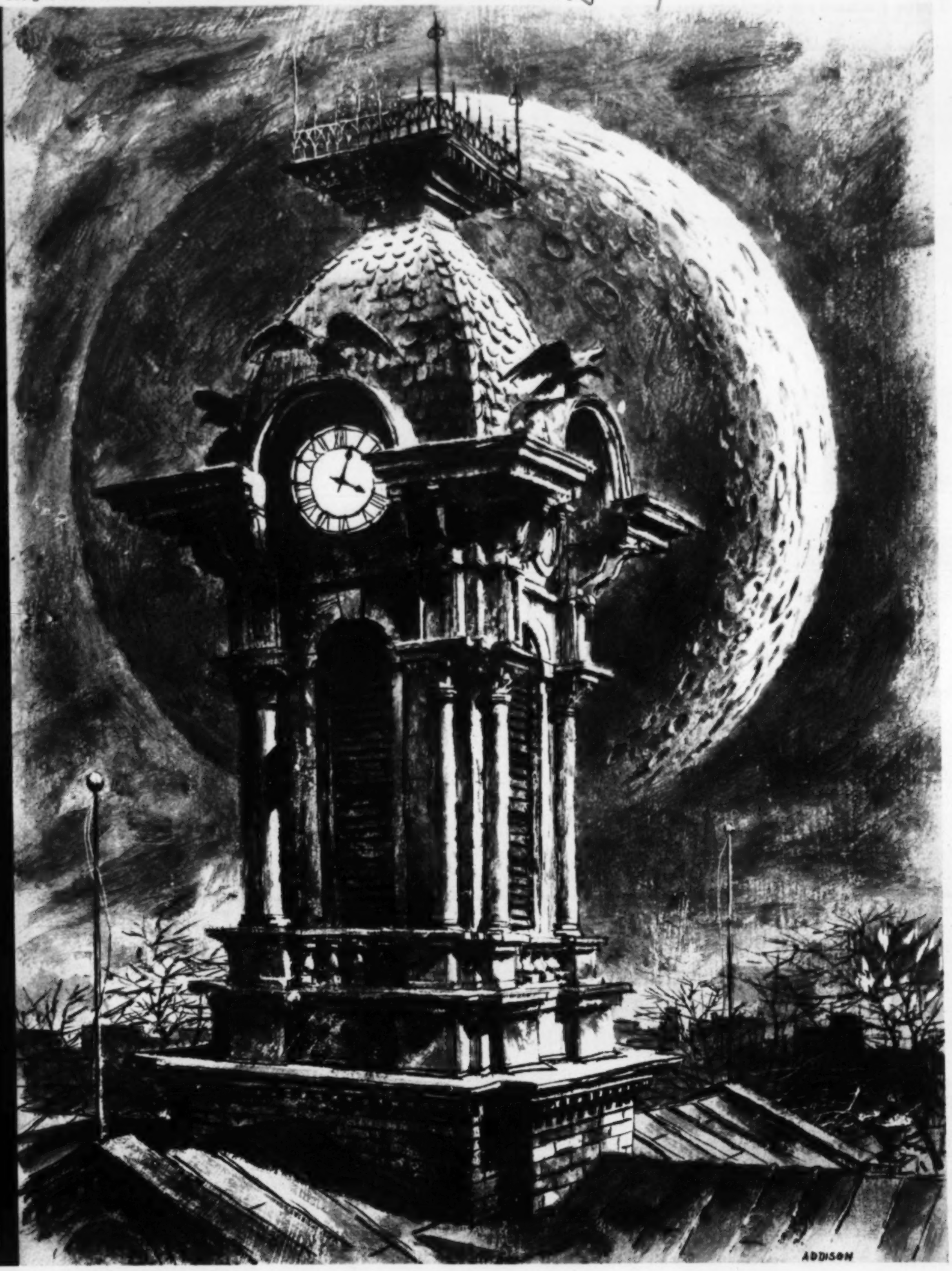
■ If this ad had talked of the better tast the better designing, the better constru tion, the interesting innovations, the mo uniform quality, the more enduring, mo practical fabrics, et cetera—that are avai able in chairs today, I believe the could have pulled a big load.

But taking up most of the copy sto with a phony monolog keeps most reade from getting to the weak conclusion whi is still the only possible payoff in the a

This is not to criticize the ad creato but everyone concerned with arriving and approving halfway solutions to a vertising problems. Perhaps the enti setup and effort for this cooperative a piration was so complex that it is a mir cle any ads—even weak ones—ever a peared. #

ILLUSTRATOR: Robert Addison, a sound traditional draughtsman known for magazine cover designs and industrial illustrations, is associated with Stevens-Gross Studios, Chicago.

space and time



When you advertise in America's national magazines you *buy* space . . . but you *get* time. You get precisely the amount of reader's time that your advertisement can command . . . a second, many seconds, a minute, many minutes . . . depending on the interest of what you say and how you say it. You buy the privilege of stopping and holding the attention of the reader . . . by every device of art and language . . . for as long as you can. Fast readers may catch your message and decide to act on it with the speed of a turning page. Slow readers will ponder, digest, reread before they reach a firm decision to look or buy. Your advertisement in a national magazine adapts itself to the reader's pace like a good salesman who times his pitch to the prospect's reaction time.

After making fine photoengravings for more than a quarter century . . . for national advertisers and agencies from coast to coast . . . we have good reason to believe that there is no substitute for salesmanship in print. We have used magazine advertising to promote our own business and we use it here, in cooperation with well-known magazine artists and photographers, to contribute a few words of appreciation to America's national magazines.

COLLINS, MILLER & HUTCHINGS, Inc.

America's finest photoengraving plant
for letterpress and gravure
333 West Lake Street, Chicago

Tyler Picks Ten for July . . .

Creative Men Pick Print Campaigns As Best of Past Decade

By William D. Tyler

The ten leading campaigns of the past decade, as selected by "creative directors of 100 leading agencies," according to *News Front Magazine*, occasioned surprisingly little controversy. That was because the ten campaigns were widely recognized as highly successful and each had previously received much favorable trade publicity.

William D. Tyler

But there was one point that should have been the subject of a lot of comment, and wasn't. This past decade was a television decade, yet every one of the campaigns selected was a print campaign. I could give you several profound and weighty opinions on why this is so, but I think you'd prefer your own interpretation of this provocative paradox. Be my guest. Now, on to the picks of the month.

Band-Aid Plastic Strips

Joe Giordano of Young & Rubicam turned a reasonably bum pun into a brilliantly memorable ad with the aid of art director Arthur Cady and photographer Howard Zieff. The pun: "None left—the unkindest cut of all." The illustration: a wonderful photograph of a more clinically curious than filially sympathetic youngster observing his father's cut finger as he holds the empty Band-Aid box. Not a product-selling ad; just a gentle but unforgettable reminder not to be out of bandages at this popular time of year for cuts and scrapes.

Fetch Dog Food

Down from Canada came tales of a somewhat novel introduction of a new National Biscuit dog food. Since the Dominion is less noted for humor and daring in advertising than for soundness and safeness, this was news indeed. The message is directed to dogs instead of owners, promises to rid them of "Canine Fatigue or, as it's more popularly called, Pooped-out Puppy." It is said to put "new authority in your bark, new zing in your step, new etc. The sooner you get . . . Fetch, the sooner you'll be your old bon vivant, laugh-a-minute self." Oh yes, and one symptom of C.F. is when "your lady human can look you right in your beautiful soft brown eyes and still order you off the furniture." J. Walter Thompson's Tom Hicks of Toronto was the copy group head, and Jack Gillett, the art director. The ad brought sizable orders within hours of its appearance.

Rath Black Hawk Ham

One of the best-noted advertisements in *Reader's Digest* was a very un-*Digest*-y ad. It was a poster-type color page for Rath Packing Co. with very little copy. The idea, however, was an attention getter. It consisted of a ham on a table surrounded by artifacts. The window behind, rain-streaked, carries the headline: "Tastes like a cook-out rain or shine 'cause it's hickory-smoked." Not much of a plot, maybe, but just enough for the reader to get his mind around and feel a sense of participation. Idea and copy are Florence Murdoch's, and Earle Ludgin's Portia Allen art directed.

Steuben Glass

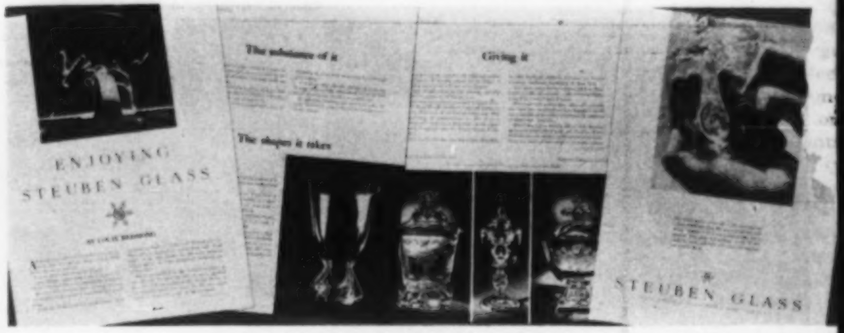
A really tremendous ad was the eight-pager in *The New Yorker* some months ago, which I most regrettably have just gotten around to reporting here. It was a critique by Louis Redmond entitled, "Enjoying Steuben Glass." It treated the subject as a culture which one needs to study in order to appreciate, and the ad set out to instruct. Lead: "A Persian poet wrote, *'If you have two loaves of bread, keep one to feed your hunger. Sell the other, and buy flowers for your soul.'* Steuben glass is both bread and flowers . . ." The article points out that machine-made glasses are identical—that "Steuben glasses vary by perhaps an eighth of an inch. This . . . marks the difference between science and art. It is the craftsman's humanity asserting itself." Oh, this boy writes good. Ogilvy, Benson & Mather's art director Bert Wells is responsible for the editorial format.

Spalding Golf Balls

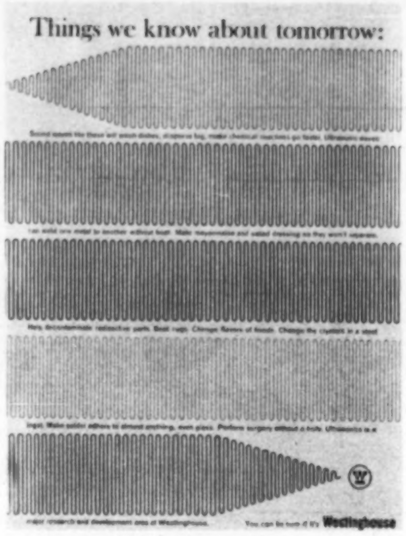
Maybe it delivers no earthshaking message about the New Distance Dot that will revolutionize sales, but I defy you to find me a much more pleasing ad for golf balls than this little conceit by Young & Rubicam's John Blumenthal, showing a dozen balls in an egg carton and headed, "Birdies-to-be!" Ed Bowie was the art director. Bless their souls.

Westinghouse Research

Institutional advertising has to be twice as good as product advertising to register its message, because it's all "us" and no "you." This ad for Westinghouse got through to me. The wavy lines are used to symbolize sound waves. Each row is in a different color in this magazine page.



Steuben Glass


Things we know about tomorrow:
Westinghouse

Westinghouse

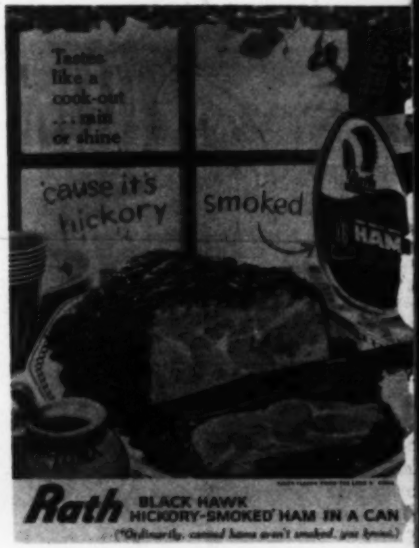
BOOK-IN-BED READERS LOVE
THE BEAUTYREST ADJUSTABLE BED
SIMMONS

Simmons Co.

Birdies-to-be!
SPALDING

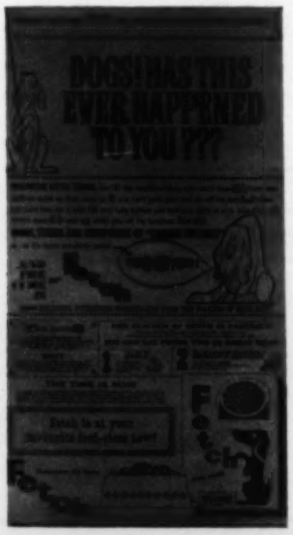
No other golf ball can hold a candle to the NEW DISTANCE DOT*! It's the brightest, whitest ball that ever bounced down a fairway or curled into a cup. There's never been a golf ball that stayed so white so long. Discover what real distance can do for your golf game! NEW DISTANCE DOTS are now numbered 1 through 8. Sold at golf professional shops. Remember, DISTANCE DOTS are now available in Canada, too.

A. G. Spalding & Bros.


Tastes
like a
cook-out
. . . rain
or shine
'cause it's
hickory
smoked
HAM
Rath
BLACK HAWK
HICKORY-SMOKED* HAM IN A CAN
(*Ordinarily, canned hams aren't smoked, you know.)

Rath Packing Co.

Johnson & Johnson



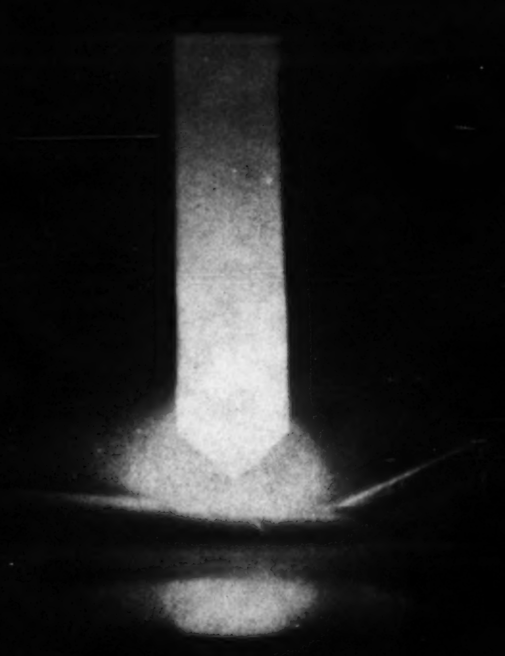
Pet Foods Division, Nabisco

Our compliments
to the chef
Scott Paper

Scott Paper Co.

Metal

Progress



NEW ENGINEERING knowledge is the constant pursuit of 32,000 technical management readers who study Metal Progress at home each month. Some are deeply concerned with the critical phases of arc welding on stainless steel (above); others are seeking better ways of heat treating, casting or finishing—all of them know that Metal Progress delivers authoritative editorial on vital metals engineering subjects. Unique in its field, Metal Progress is *the* magazine to use to sell an *engineered* product to the metal industry.

Metal Progress

THE AMERICAN SOCIETY FOR METALS
METALS PARK • NOVELTY, OHIO

[illegible] continue to make and sell merchandise under [illegible]

Lanier's management will remain the same [illegible] for the [illegible] Robert [illegible] who will [illegible] company [illegible] With [illegible] July [illegible] the [illegible] Bert A[illegible] the [illegible] Warner [illegible] acquired [illegible] weeks. Last week the [illegible] agreed to buy the assets of [illegible] Hathaway Co., Waterville, Me., maker of mens' and women's shirts. Ogilvy, Benson & Mather will continue as the Hathaway agency.

Buchen Names Two Directors

J. Wesley Rosberg, [illegible] director of research of Buchen [illegible] Chicago and [illegible] aging [illegible] of the agency's [illegible] South [illegible] have been named to Buchen's board of directors.

Norfolk Daily Boosts Keele

L. [illegible] pointed [illegible] Norfolk [illegible] former [illegible]

[illegible] Lingerie: [illegible]ing Head

THE

RO[illegible]

TY O[illegible]

Gene Hunt's copy is tucked between them. It says: "Sound waves like these will wash dishes, disperse fog . . . Ultrasonic waves can weld one metal to another . . . make mayonnaise [that] won't separate . . . ultrasonics is a major research and development area at Westinghouse." An impressive and thought-provoking ad that helps increase Westinghouse stature. Tom Ross of Ketchum, MacLeod & Grove is responsible for the layout.

Scott Paper Products

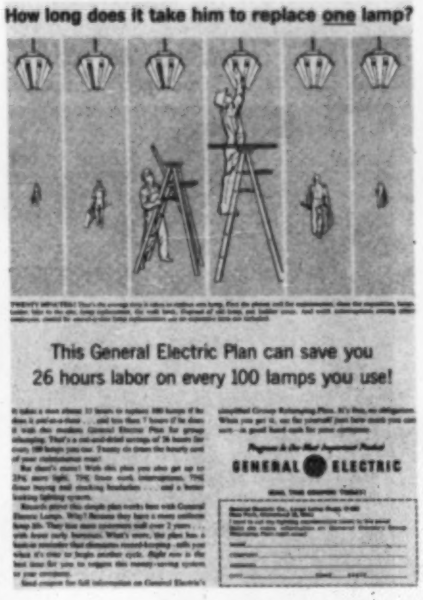
An institutional campaign with a high batting average is the one that appears in Sunday supplements in behalf of Scott products as a boon to overworked mothers. Two great ones have appeared recently. One shows a small slob generously spread with assorted jams and jellies, alongside Wilson Seibert's headline: "Our compliments to the chef." The other, a fetching nude with, "No wash! No wear! No work!" by Thompson's Helen Klintrup. In each case, the copy story is contained in the subhead. Example: "A more conventional way of saving wear, wash, and work is with Scott Paper products—world's most efficient disposable work and laundry savers." Art director is Fred Kettel.

Beautyrest Adjustable Bed

Here in a half-page magazine format is a quick visual demonstration of the advantages of this new Simmons product. The young lady reads, the young lady dozes, the young lady corks off. Norm Robbins' good body copy sells other advantages of the three stages of Beautyrest life, such as tv-viewing and breakfasting in bed. Bob Wall of Young & Rubicam made the layout.

General Electric Lamps

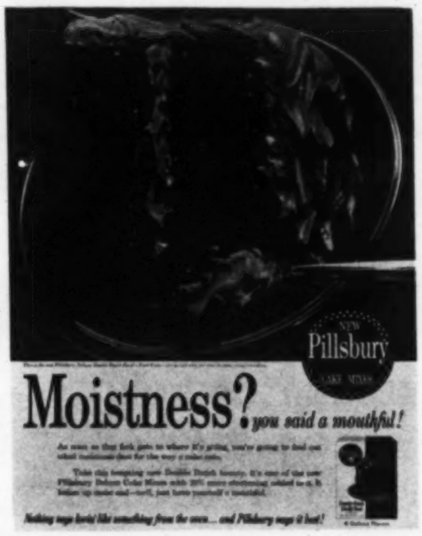
Not a flashy ad, but a real solid one, is headed, "How long does it take him to replace *one* lamp?" It's addressed to business-manager types on the subject of GE light bulbs. A diagrammatic illustration shows the six steps it takes a maintenance man to replace just one burned-out bulb. Bill Furnas' copy points out that this takes 20 minutes, on the average. Promise: "GE Plan can save you 26 hours labor on every 100 lamps you use!" It consists of making wholesale replacements on a regular schedule to avoid the waste of individual changes. You may use up a lot more bulbs this way, the copy fails to say, but look at the saving in time, labor and work interruptions. A highly skillful sale from beginning to end. Jack Clellan is the art director, of BBDO, Cleveland.


How long does it take him to replace one lamp?
This General Electric Plan can save you 26 hours labor on every 100 lamps you use!
GENERAL ELECTRIC

General Electric

Pillsbury Cake Mixes

An ad with some of the strong simplicity that has characterized the best of Pillsbury advertising over the years, bears the headline, "Moistness? You said a mouthful!" It was written by Leo Burnett's Draper Daniels. His copy lead has an easy-going quality about it, too: "As soon as that fork gets to where it's going, you're going to find out what moistness does for the way a cake eats." Powerful layout by Neil McBain. The signature is a pick-up from Don Tennant's tv jingle: "Nothing says lovin' like something from the oven . . ." A strong, uncomplicated ad. #



Pillsbury Co.

Employe Communications . . .

Little Political Slant in Headlines?

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

The August issue of "The Quill," the official magazine of the journalism fraternity, Sigma Delta Chi, reports the results of a study made of headline slanting of political stories. The study was made actually in 1956, but the conclusions drawn from it seem applicable today.

According to Samuel S. Talbert, chairman of the department of journalism at the University of Mississippi, the study of front pages of typical newspapers indicates that "frequently not even an expert in public opinion is able to connect a newspaper's editorial stand with its treatment of headlines."

■ Newspaper editors, of course, have long contended that their news departments are free of political prejudice, but press critics have been known to claim that they can spot a publisher's political party after only a quick glance at page one. The Talbert report indicates that the press critics, in spite of their claims, aren't that good.

All of the headlines under study, the author explains, related to the 1956 Presidential campaign and appeared during September of that year. They were taken from 12 newspapers, mixed and reproduced with typewriter type, and the 378 headlines were then submitted to the panel of experts and non-experts. Newspapers chosen, it seems to us, were representative—for example, the *New York Herald Tribune; St. Louis Post-Dispatch; The Christian Science Monitor; Portland Oregonian; Daily Journal*, Tupelo, Miss. Five of the newspapers selected supported the Democratic ticket and seven the Republican. All members of the expert part of the jury supported Adlai Stevenson that year.

There is a lesson in the Talbert conclusions, it seems to us, for the company that feels any mention of a political topic in the company press is dangerous. Too many craftsmen recognize the timidity of their own managements in discussing anything political, on however broad a base. "No matter how carefully we might write a story," one communicator said in a questions-and-answers meeting recently, "the management feels we would be unconsciously exposing a bias." Thus the lid of political censorship has been clamped on many journals for employes, on the ridiculous premise that the slightest mention might show managerial prejudice. On that score, the more reluctant managements might refuse to urge employes to vote, in the belief that it would be an invasion of privacy.

■ The seasoned communicator knows that copy in employe papers doesn't need to be slanted to be persuasive. He knows from experience that, simply by setting forth the facts, he builds audience confidence. He is well aware that a company which seeks to slant its appeal in order to build faith in its own viewpoint often invites trouble. If the company is unionized, you can count on one of the eagle-eyed officials of the union to drag out a misstatement or a half truth and openly brand it fraud. The seasoned communicator doesn't care to run that risk, and he knows that it isn't necessary. #

Agencies Ask Us . . .

Clients Unfair to Small Agencies

By Kenneth Groesbeck
Advertising Agency Consultant

I realize that headline sounds like a placard borne by a striking picket. It is so intended. That sort of thing penetrates where politer language lands on deaf ears.

Kenneth Groesbeck

Yet, too, it has its disadvantages. I recently wrote a letter to the *New York Times* headed, "Don't trust the Russians," which was politely declined by the old gray lady. I should have said, "Authoritative sources indicate the undesirability of too quickly accepting statements made by the Soviet Union."

Diplomatic language. Ain't it something! This very morning, desiring to tell Mr. K. that his statement justifying the shooting down of our RB-47 reconnaissance bomber was a lie, we say "willful misinterpretation and misstatement of fact."

Ah, well, I'm off the track as usual. What I started to answer were plaints contained in two letters from a small New York agency specializing in sales promotion devices, displays and printed matter. Our friend finds, as do so many in this highly competitive field, that he has to spend hundreds of dollars on speculative sketches and copy in order to receive any consideration; that he lands "one out of two, three, or four submissions"; that prospects often "shop our ideas and sketches around for lower quotations"; that "the small advertising service cannot afford to sue the prospect if a basic idea is utilized and produced elsewhere."

So, he asks, what to do about it? "I find no way," he writes, "to amortize the cost of these submissions over the whole profit picture, or to allocate it to more profitable accounts. It simply increases the over-all cost of solicitation, inflating the factor assignable to overhead to a non-competitive point."

This, you readily see, is a thoughtful and intelligent person. His problem is one common to all small operations, where, in actuality, the prospect takes advantage of the size of his supplier to demand from him free services for which he should pay.

Should this small agency continue the policy it has been following? I am inclined to say no. Completely speculative presentations, while frequently used in our business, can only be afforded by large and well-heeled agencies. Even then, they are usually mostly wasted money.

■ It would seem that the small agency needs a definite and clearly stated policy which can be submitted in writing to any prospect. This should say, in effect, "Consultation free, as is usually expected in any solicitation. From this the prospect must decide whether or not the agency looks smart enough to be evidently of value to the advertiser. Any sketches or copy necessary to visualize a selling idea, charged at cost plus 15%, ownership therein to pass to the advertiser."

Our inquirer will make two rejoinders to this suggestion. He will say, "Prospects will not pay for such material." My answer is, they will if they expect something of value, the idea behind which they then own. Also our friend will point out that in this way he may give up, at small profit, an idea of great value. I think he must risk this, and if his idea is really outstanding, he should provide for its protection in advance by including an additional charge for the idea, if the prospect accepts it.

While this suggested procedure is harder to sell than giving away something for nothing, the agency will find that the prospect will have far more respect for the seller who refuses to work for nothing than for one who gives his stuff away. What is needed here is courage. Also, of course, the procedure is predicated upon the assumption that this agency does a really excellent job. Let's have one remunerative assignment with terms settled in advance as against several on which we lose money.

■ Our inquirer anticipates this solution in his letter, saying, "I would be willing to forego ownership and control of an idea or a sketch, rather than to work speculatively. I am willing to sell my proposals at out-of-pocket cost, even if I do not capture the order." Yes, but as suggested above, add 15%. *Cost is loss*, remember that. Because almost never do we include our time and other hidden or overlooked expenses.

Our inquirer's other letter concerns the advisability of an agency acting as banker for the client, advancing credit, utilizing its own capital to finance client expenditures, a procedure particularly undesirable on large printing orders which may tie up thousands of dollars over the long period of time needed to finish the job.

"Is it feasible and acceptable to secure one-third to one-half cash advances on contracts, to be paid by the client after approval of proofs or constructions?" Answer, yes it is.

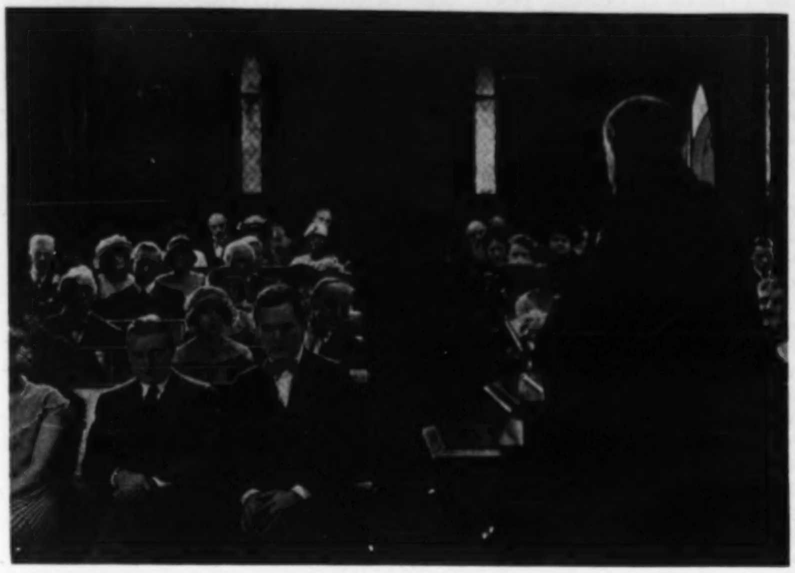
■ Query: "Is it reasonable to expect bills to be paid in ten days?" Answer, that is pretty fast and contrary to most practice. I would say 30 days, unless you offer a cash discount for earlier payment. But no 60 to 90 days, as mentioned in the inquiry.

"It does not seem businesslike to try to borrow money from banks and money lenders in order to finance the client's commitments," concludes the letter. "The better way would be to secure whatever financial aid is needed on specific orders and campaigns directly from the client, in the form of cash advance or deposits. To try to secure such working capital from lending institutions would obviously place the agency's financial status, earnings in past years, stability (or instability) as a single proprietorship under close scrutiny by the banks."

■ Brother, how right you are. I've been saying this less eloquently for more years than I like to remember. But again, what is needed for any of these sound financial procedures is courage. Easy to recommend and hard to practice. But I submit, it is better to be brave than to be busted.

Copy of the above by mail to my inquirer with all good wishes. #

What They're (Really) Saying . . .



—By W. H. Everett

"But first—if I may borrow a quaint phrase—a word from my sponsor!"

What's Doing on the Legal Front . . .

Advertising Copy and Freedom of the Press

By Sidney A. Diamond
Member of the New York Bar

People sometimes are puzzled by the seeming inconsistency between governmental control over advertising and the constitutional guarantee of free speech and a free press. This issue was raised sharply in a recent Federal Trade Commission case, and the commission gave a forthright answer: "There is no constitutional right to disseminate false or misleading advertising."

Sidney A. Diamond

The unusual circumstances that brought this question up were that the FTC had challenged the advertising copy for a book. There was no attempt by the commission to halt the publication of the book itself; that clearly would have been a violation of the author's and publisher's rights of freedom of expression under the first amendment to the constitution. How, then, could the commission suppress advertisements for the book?

■ The particular book involved was the phenomenally successful "Arthritis and Common Sense," written by Dan Dale Alexander and published by Witkower Press Inc., a corporation of which Alexander is president. This book presents Alexander's method for relieving arthritis by a specific dietary regime, whose most important elements are cod liver oil and orange juice. The FTC did not quarrel with Alexander's right to put his views before the public in book form. The trouble arose because the advertising used by Witkower Press, as the commission summarized it, "offered the book as an effective and reliable treatment for arthritis and related conditions and for correcting their underlying causes and relieving the aches, pains and symptoms thereof."

Alexander is not a doctor, and the FTC was satisfied from the evidence that the scientific theories and opinions set forth in his book are not supported by any "probative clinical evidence." The commission took pains to point out that its cease-and-desist order does not prohibit truthful nondeceptive statements expounding Alexander's ideas. What it does forbid are representations that the author's opinions are anything more than unproved and scientifically untested theories.

■ The distinction made here basically is the familiar one between a statement of opinion and a factual claim. The FTC phrased its conclusion in terms of the constitutional issue: "Full enjoyment of First Amendment rights does not contemplate a license to engage in false and deceptive advertising."

The case might have been a harder one to decide were it not for the fact that the claims of therapeutic merit for the book were accompanied by misrepresentations about the author's background and qualifications.

For example, the book jackets read, in part, "For his work, Dan Dale Alexander, Ph.D., is now being recognized by colleges and recently he was awarded another honorary degree." The Federal Trade Commission found that the Ph.D. degree was "unearned." It was issued by "St. Andrew's Ecumenical University College" of London, England—an institution Alexander never visited—after he had sent them a check for $100. The "honorary degree" mentioned in the blurb was a "Doctor of Arts and Oratory" conferred by Staley College of the Spoken Word, of Brookline, Mass., following receipt of a thousand dollar contribution from Alexander.

■ Promotional literature for the book also stated that Alexander, "as guest of the Army and Navy General Hospital of Hot Springs, Ark., had further opportunity to observe results of therapeutic treatment employed by the services." It turned out in the trial, however, that Alexander was a self-invited guest who, in his own words, "just browsed through the hospital" for the "best part of the day" on a single occasion while on his way home after being discharged from the Army.

In addition, the advertising copy claimed that "the author experimented with his own body by introducing an arthritic condition and then effecting the cure through his corrective diet regime." As to this, the commission's opinion states that "Alexander's professions in the advertising respecting ability to self-induce arthritis are completely refuted by the medical testimony."

Arthritis is something of a medical mystery and it might seem that the FTC had a rather hot potato on its hands. However, the FTC went so far as to say, "We think the record conclusively established that respondent's dietary regimen has no therapeutic value for correcting arthritis and related disorders or relieving their symptoms." And there is precedent under the even stricter postal frauds statute for the legal proposition that a medical claim is fraudulent if there is a "universality of scientific belief that advertising representations are wholly unsupportable."

■ Many people must be troubled by the thought that Alexander just possibly might be right, in spite of the impression of shenanigans created by such troublesome details as the "unearned" degrees and the self-invited visit to the hospital. The constitution gives Alexander the right to proclaim his theories in a book or by any other medium of communication. All the Federal Trade Commission insists upon is that they be advertised clearly as theories, and not promoted as a cure—at least until such time as they may have acquired respectable scientific backing.

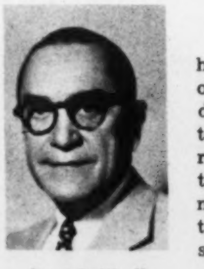
■ Over half a million copies of "Arthritis and Common Sense" had been sold up to the date of the trial of the Federal Trade Commission proceeding last year. With such a record of commercial accomplishment, it is not unlikely that the recent FTC decision (which affirmed the ruling of its own hearing examiner) now will be appealed to the federal courts. It nevertheless remains clear that the constitutional right to freedom of expression does have some legal limitations. #

Salesense in Advertising . . .

Jottings from My Notebook

By James D. Woolf
Creative Consultant

The lack of sales-producing distinctiveness in the trade names of products is amazing. I have, for instance, a book which lists the names of more than 2,000 food products, and I find in it only a handful of names that are suggestive, meaningful, distinctive and memorable —for example, Cream of Wheat, Palmolive soap, Log Cabin syrup, Land O'Lakes butter, Sunkist oranges and Libby's Deep Brown beans.



James D. Woolf

In my list are only a few names that emphasize a special point of merit in the product. The name Cream of Wheat for a cereal suggests the smooth, creamy texture of the product, which is one of its distinctive characteristics. Softasilk for a cake flour is very suggestive and so is Rice Krispies for an exceptionally crisp rice cereal. Another fine suggestive name is Tender Leaf tea. But such good names are rare.

• • •

I don't have too much faith in short-haul copy testing. Often a test of, say, two or three ads in a newspaper, may not produce conspicuously good results. But often over the long haul they may be very resultful. Few advertisers have either the time or the patience to wait a year or more for conclusive answers. It usually takes a long, long time for an idea to sink in.

• • •

It is my sincere belief that most people are interested in good merchandise. They want to know what the advertised prod-

Somewhere
west of
Madison
Avenue

Somewhere west of Madison Avenue there's a household-running, family-raising girl who can tell you all about The Ladies' Home Journal.

The truth is, the Journal is edited for her. When the Journal speaks, she listens.

It's written to her. Intelligently, out of respect for her intelligence. Directly, because she has no time for indirection. Helpfully, because with kids in her arms and on her back and under her feet and rarely off her mind, she can use help.

It's made for her. Paced for the girl who can't stand pat. Tailored for the girl who can't stand fat -- especially in a magazine. (But fashioned, gratefully, for the girl with a little meat on her bones, who appreciates same in her reading.)

She may have an eye for the Guggenheim -- but she can shop the grocery store blindfolded. She may have a taste for good art-- but she devours good advertising. She and her family wear out more clothes and take out more insurance and pick out more furniture and try out more cereals and shell out more money than almost anyone else you can think of.

In her house, it's the woman who pays -- and pays and pays and pays. She's got the wherewithal (Journal readers are richer.) She'll find plenty to do with it (Journal readers are younger -- and more acquisitive.)

Somewhere west of Madison Avenue, there are 6,300,000-plus of her. On the mainland. In the mainstream. Where, when you're in the Journal you're really in.

A CURTIS MAGAZINE

When the Journal speaks-women listen

uct is, what it is made of, what it costs, how it works *and—especially—what it will do for them*. I believe advertising should address itself *seriously* to adults and should be written in terms that relate to their needs, their problems, their security, their daily comfort and their contentment.

* * *

Important to remember is that language—and most especially folk language—is a *living thing*. The adman who seeks the common touch must keep his ear tuned to the ever-changing voice of the people. A fresh and pungent word, a new and forceful figure of speech, a novel and more vivid idiom, and a grammatical by-pass are constantly being introduced into our language—and the orthodox grammarian is sometimes years behind the parade of popular communication.

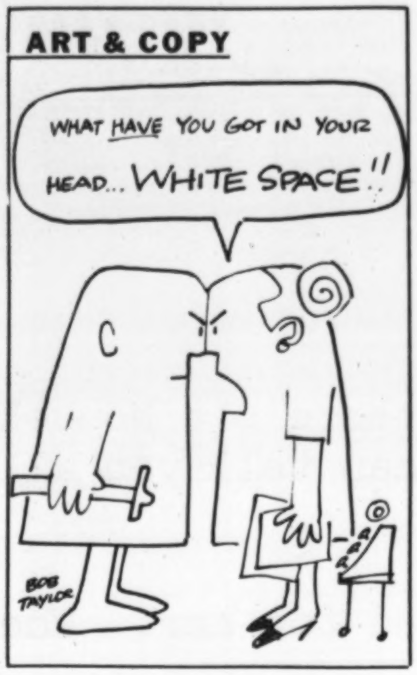
* * *

Words of wisdom from "Sparks Off My Anvil," by James R. Adams: "If I can avoid it, I never write a headline that has more than a dozen words in it. Eight is better—and so is six. In fact, the shorter they are, the better I like them. I like to mention the name of the product in the headline, or at least get the name displayed so it can be seen with the headline at a single glance. I like the word 'you' in the headline wherever possible."

* * *

The purpose of advertising is to make sales. It is profitable or unprofitable according to its actual sales—eventually or immediately. "The purpose of advertising," said Claude Hopkins, is not merely that of keeping your name before the public."

* * *


ART & COPY
WHAT HAVE YOU GOT IN YOUR HEAD... WHITE SPACE!!
C
A
A
A
BOB TAYLOR

Said Jim Young to a young writer: "You say the man went down the street. But *how* did he go? Did he run, walk, amble, sidle, limp, hurry, saunter, caper, trip, jog, stumble, stagger, swing, dash, etc.? *With one verb you can make me see the mood as well as the action of the man*—provided, of course, that you first saw him accurately yourself."

* * *

According to Will Rogers, the "The fellow that can see a week ahead is always popular, for he is looking with the crowd. But the one that can see years ahead, he has a telescope but he can't make anybody believe he has it." The wise executive spends at least 25% of his time planning for the future. His telescope is constantly aimed at distant horizons.

Do's and Don'ts for Broadcast News Writers Make Sense for Ad Writers, Too

A series of "do's" and "don'ts" for news writers, recently released as part of a revised style book of WAVE and WAVE-TV, Louisville, makes some points which seem to be equally applicable to writers of advertising copy, print or broadcast. The WAVE admonitions are presented here.

Do's

Avoid Clichés.

Rather than YOU SEE, use UNDERSTAND.

Rather than KIDS, use CHILDREN.

Rather than FOLKS, try to avoid direct greeting, or else use a word describing the target of the message, such as HOMEOWNERS, MOTHERS, FATHERS, etc.

Rather than CONTACT, use SEE (contact means to collide with).

Rather than YOU KNOW, use REMEMBER.

Rather than LIKE SO, use FOR EXAMPLE.

Rather than HI THERE, use HELLO (or better still, try to avoid any greeting).

Avoid teen-age expressions, or other expressions from an insular source.

Avoid delaying words and phrases such as YES, WELL, BUT FIRST, AND NOW, OF COURSE, etc.

Avoid ponderous words.

Instead of PRECIPITATION, RAIN, use SNOW or SLEET.

Instead of GUBERNATORIAL, use GOVERNOR'S.

Keep your sentence average short.

Obviously, for variety's sake, some sentences will run longer than others. But studies show the most successful writers average less than 20 words to a sentence.

Prefer the simple to the complex.

If the only right word is a big word, use it, but in a way it cannot be misunderstood. If a shorter word will do the job, use it.

Prefer the familiar word.

The average listener has a 10th grade education, with a vocabulary of from 10,000 to 15,000 words.

Put action in your verbs.

Simple, direct verbs, in the active voice, avoiding gerunds and participles, have the most force for selling or telling your listener.

Write the way you talk.

Keep away from stilted, flowery prose, and use natural sequence and cadence.

Use terms your listeners can picture.

Avoid abstractions. For example, instead of writing, "In industrial communities the chief motivation for the purchase of curtains is practicality," write, "In factory towns housewives buy curtains that wash well."

Tie in with your listener's experience.

Write it the way you would best understand it if you were the listener.

Make full use of variety.

If time and format allow, look for a different way of saying it each time.

Write to express, not impress.

The good writer, writing for mass media, should have only one literary goal: to get his message across in the clearest, simplest way.

Write with nouns instead of pronouns.

Unless you're getting boringly redundant, use nouns whenever possible, since spoken pronouns have a way of confusing the ear.

Revise and rewrite.

When time permits, try to say it better.

Avoid the use of unneeded qualifiers.

If a qualifier is needed, by all means use it; but unneeded ones fog things up.

Use orthodox spelling.

Maybe the announcer went to a different school.

Make sure the listener knows who is speaking.

This requires clear and skillful handling of direct and indirect quotes.

Use figures of speech sparingly.

The listener might not have heard that one.

Avoid foreign languages.

The listener might be having trouble enough with English.

Prefer the standard to the off beat.

However, don't let this prevent you from finding a *fresh* and *different* way.

Handle humor with kid gloves.

If appropriate and well-handled, humor is sure-fire; if not, it backfires.

Don'ts

Don't use unneeded words.

Take time to think out your points before you write, and organize your details. Make your writing direct and concise.

Don't overwrite.

Watch that purple prose.

Don't affect an overly breezy manner.

We're being conversational, not flippant.

Don't explain too much.

Use only explanations that are essential; you can bog your listener down with details.

Don't construct awkward adverbs.

As Art Carney says, "At my burial, please don't say funeralwise."

Don't use dialect unless your ear is good.

And even if your ear is good, the announcer's native tongue might not be.

Don't inject opinion.

Leave editorial writing to the informed on all subjects.

Don't take short cuts at the expense of clarity.

If in doubt, ask someone else if he understands it. #

What They Were Saying 25 Years Ago . . .

G. Munro Hubbard, president of Doremus & Co., New York, addressing the Financial Advertisers Assn. at its convention in Atlantic City (AA, Sept. 16, 1935):

"There is no such thing as a security that is secure. Every banker takes this for granted. Yet nine of ten salesmen selling a bond are likely to say it is safe as a church. Every salesman asked whether a particular investment is safe should be trained to reply, 'Not on your life'."

Mme. Yolanda Mero-Irion of New York, advisory chairman of the Women's National Radio Committee, addressing the Women's Christian Temperance Union at its convention in Atlantic City (AA, Sept. 23, 1935):

"The enemy of good radio is the advertising agency. It produces most of the programs which cultured people object to and writes out the continuity they find so boring. If it were up to the radio companies themselves, I think the job of reforming would be much easier."

Paul Armstrong, general manager, California Fruit Growers Exchange, in an interview with Advertising Age (AA, Sept. 30, 1935):

"It costs a lot to educate the consumer to want your product. It's expensive to develop a habit such as drinking orange juice for breakfast among millions of consumers. That, incidentally, is how 70% of oranges are used. Thus it is to our interest, as marketers, to maintain a fairly level price situation, and to keep distributors satisfied with a stable market and as few fluctuations as possible."

J. M. Koch, vp of Quaker State Oil Refining Co., addressing the National Petroleum Assn. at a meeting in Atlantic City (AA, Sept. 30, 1935):

"The failure of oil companies to promote the sensible and logical practice of crankcase draining at regular intervals . . . and, in some cases, the direct advertising by manufacturers to consumers encouraging the longer use of oil without draining has cost the industry two drains per year for every car in the U. S.—a loss of 62,500,000 gallons.

"We can tell the public 'you don't need to change our brand of oil when winter comes,' and vice versa. And then we have destroyed a market for our dealers estimated at $3 in the fall and $3 in the spring for every car in the U. S., an aggregate loss of business to the industry of $150,000,000 a year."

Headlines in Advertising Age (AA, Sept. 23, 1935):

"Ford Motor Co. to Sponsor World Series."

"Lord & Thomas Gets Frigidaire."

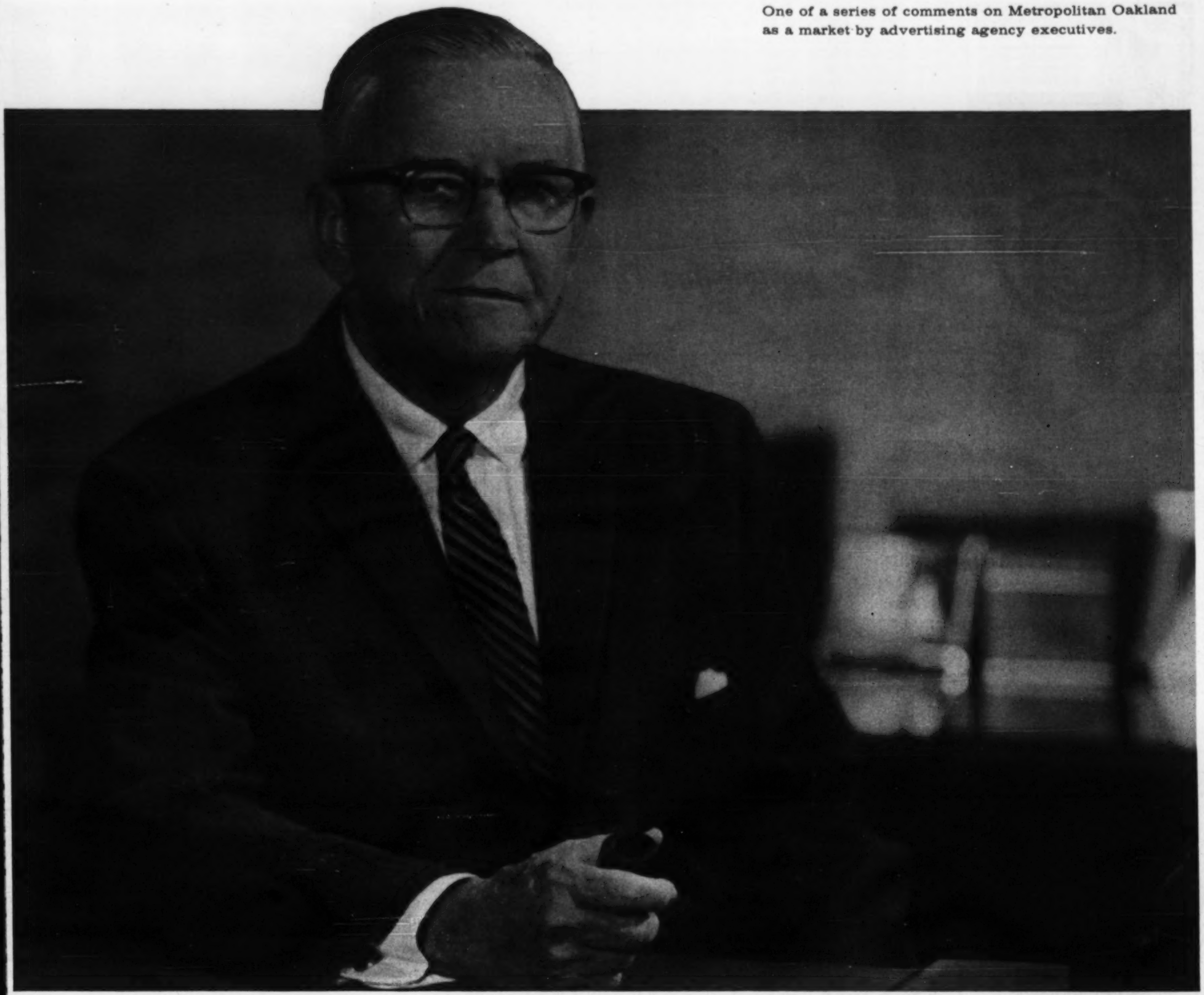
"Package Liquor Dealers Create Private Brands."

Malcolm P. McNair, professor of marketing, Harvard Graduate School of Business Administration, speaking at the Boston Conference on Distribution (AA, Sept. 30, 1935):

"From 1910 to 1930 perhaps the dominating factor in consumption was the automobile—we all became interested in 'going places.' To a large extent the period was one of virtual neglect of the home.

"With the application of inventive genius to the housing problem, it is very possible that the next 15 or 20 years will see quite a different set of consumption habits in America." #

One of a series of comments on Metropolitan Oakland as a market by advertising agency executives.



Metropolitan Oakland (Alameda County) is a marketer's paradise. Your families enjoy an income level some 11% higher than the U. S. average and this is reflected in the area's retail sales level, which is about 16% above the national average on a household basis. But these cold facts mask the most important attribute your city has. Our merchandising people tell me that Oakland and its adjacent East Bay cities make up one of the most alert, responsive markets in the U. S.

JOSEPH L. KILLEEN, President
FITZGERALD ADVERTISING AGENCY, INC.,
New Orleans

YES, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

ONLY THE

Oakland Tribune

COVERS METROPOLITAN OAKLAND*

Greatest Home Delivered Circulation
in Northern California

National Representatives:
CRESMER & WOODWARD, INC.

GO BIG.. BE BIG
in the TRIBUNE...

*Two out of three of the more than 250,000 families in Metropolitan Oakland (Alameda County) are Tribune subscribers

Member Metro Sunday Comics Network

WESTERN HORSEMAN

149 Advertising
Agencies Placed
167 National Accounts
in Last 16 Issues of
THE WESTERN HORSEMAN

3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

Dale's Restaurants to Luckie

Dale's Restaurants, Birmingham, Ala., has appointed Robert Luckie & Co., Birmingham, to handle advertising and public relations for its restaurant operations in Birmingham, Huntsville and Panama City, Fla.

K&E Promotes Hickey

John P. Hickey, media buyer in the Detroit office of Kenyon & Eckhardt, has been promoted to media supervisor. Mr. Hickey, with K&E since 1954, will work on the Mercury, Comet and Lincoln-Mercury dealers accounts.

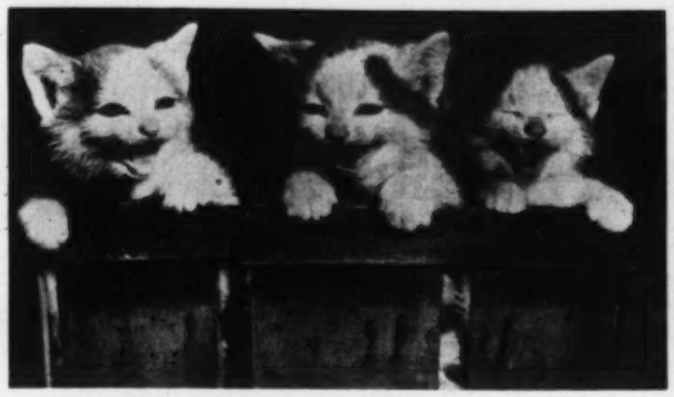
A Little Learning is
a Dangerous Thing

But you're safe in the growing Greenville-Washington Market. Thirty Colleges and Universities and more than 350,000 students mean a lot of learning and a lot of buying power in this market dominated by WITN and WNCT. Consider that educated idea when you're planning your next campaign. Avails and details are yours for the asking.

CHANNEL 9
WNCT
GREENVILLE, N. C.
CBS • ABC

7
witn
Washington, N. C.

"ONE OF THE TOP 100 MARKETS"
Well over 1,000,000 Population — Set Count 200,000



KITTENISH—*Brauer Bros. Shoe Co., St. Louis, is repeating its highly successful "Why Are the Paradise Kittens So Happy?" contest of 1959 again this year. Announcement of the 1960 contest appeared in the August Ladies' Home Journal and a two-color ad will run in the September issue. Everyone who enters receives a full-color reproduction of the three-kitten picture above. Fifteen complete shoe wardrobes will be awarded for the best answers to the question. Roman Advertising Co., St. Louis, is the agency.*

Telemeter Calls Canada Pay TV Test Success, Studies Locations in U.S.

NEW YORK, Sept. 7—International Telemeter Co. expects its pay tv system in the Toronto suburb of Etobicoke to be operating at a profit by winter.

The $10,000,000 which the Paramount Pictures division has invested in the cable pay-as-you-see operation so far is "within the company's projection and control," Louis A. Novins, president of Telemeter, told ADVERTISING AGE. The great success of the operation has insured that the installations in Etobicoke are there to stay, he added.

Mr. Novins stressed that its pay tv system is being conducted from a long-range point of view. Telemeter currently is having discussions for the installation of the system in four or five other sites in Canada, including London, Ont., and Vancouver, B.C. Telemeter is tempted to try pay tv in a nonmetropolitan area, Mr. Novins said, so that comparisons might be made with the Etobicoke results.

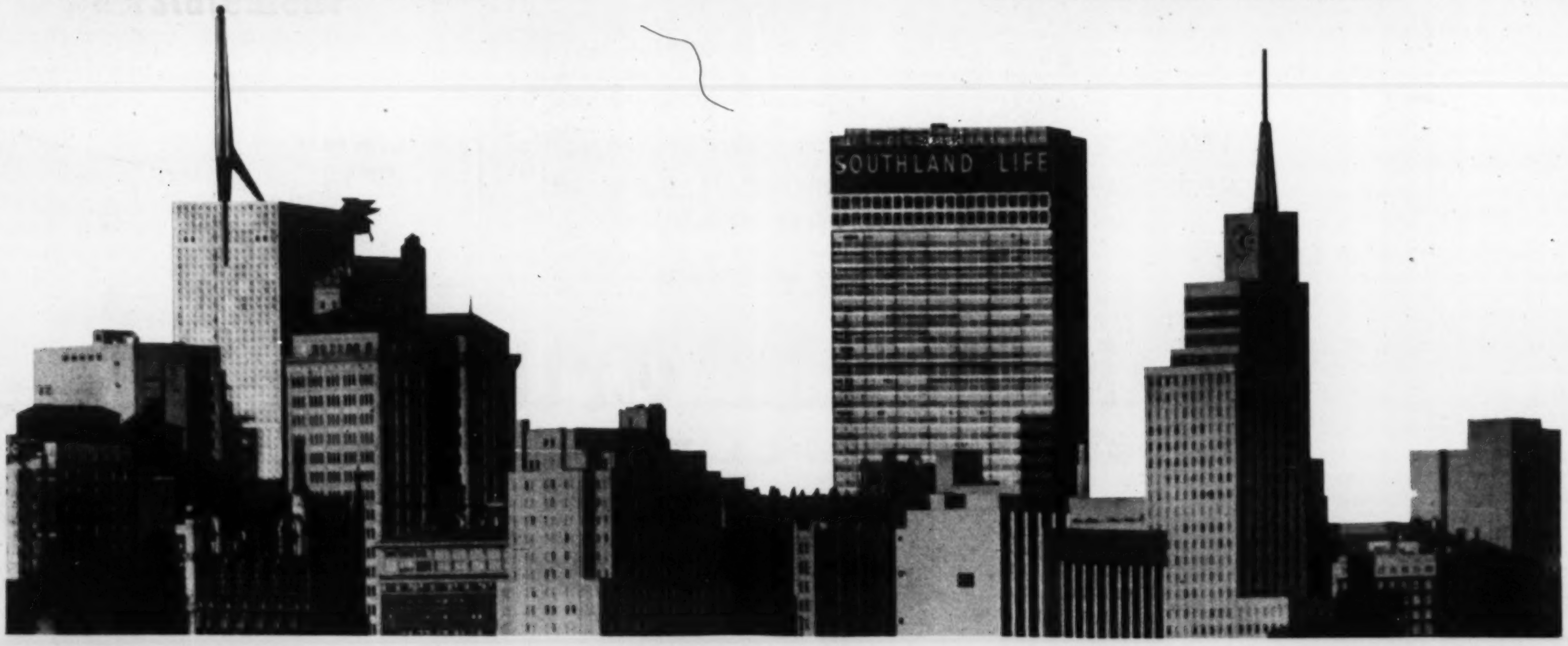
■ Telemeter is looking at several locations in the U.S. for introduction of the system in this country. Mr. Novins would not reveal when he expects the system to be

BIG NEWS from BIG "D"...

The exciting new Dallas Times Herald Sunday Magazine
Starts October 2

After all, one out of every nine Texans lives in metropolitan DALLAS. Come October 2, in DALLAS, more people will read SUNDAY than any other magazine. Tops in circulation. Economical full-color. Fills that "gap" in Sunday gravure coverage in the Southwest. End of argument!

Member Metropolitan Sunday
Newspapers, Inc.
Represented nationally by
The Branham Company



launched here. Observers expect a U.S. test soon—by 1961 at least. Queens and a suburb of Los Angeles are two areas under consideration.

Etobicoke was chosen as the initial site for many reasons, Mr. Novins said. The fast-growing community is strategically located near Toronto. There are ABC, CBS, NBC and CBC affiliates in Toronto and an independent station in Hamilton so that a competitive test of pay tv vs. plenty of free tv could be made.

Canada was chosen because Famous Players Canadian Corp., the largest motion picture theater chain in Canada, felt the shrinking box office and wanted to do something to boost the distribution of motion picture films. Paramount Pictures, which owns International Telemeter, also owns 51% of the stock in Famous Players. Famous Players holds the Telemeter franchise in Etobicoke.

■ Another reason for choosing Canada was to avoid the political situation in the U.S., the Telemeter president said. The problem of pay tv vs. free tv offers many stumbling blocks in this country. Canadians have entertainment tastes similar to U.S. citizens, but Canadians are felt to be more conservative, so they offered a stronger test of the system, Mr. Novins added.

Telemeter reached its first target—coverage of 50% of Etobicoke's population—far ahead of schedule. The company expected its installations to reach 6,000 of the town's 12,500 population by the end of 1960, but this goal was achieved by mid-June. "We could have reached 50% saturation two weeks after installations began" if cables and installations could have been made that rapidly, Mr. Novins pointed out.

"Every test made to date has shown that the people continue to be satisfied with the system," both the programming and the price, Mr. Novins said. Up to the present, the fare has been almost entirely feature films, with only four or five sports events and one or two other features. But now that Telemeter has achieved a sizable audience, it will initiate a variety of new shows.

■ The company already has taped Minoti's opera "Consul," and plans to tape other operas, Broadway shows and entertainment features built around top artists. More sports events, which are blacked out on commercial tv, will be added.

"We seek the kind of programs which the present format of commercial tv does not permit, except with an occasional one-shot," Mr. Novins emphasized. He explained that most sponsored tv shows either make it or fail in the first exposure, but Telemeter isn't particularly interested in the first showing. "We seek a cumulative rating," he said.

The Telemeter executive said it has been difficult to tell what per cent of the subscribers view each program because of the constantly increasing number of subscribers. Now that the base is being held constant for a time, Telemeter will be able to conduct some research to determine such things as realistic prices for various types of shows, the number of homes watching each show, and the amount spent per home per month. The company should be able to draw some valid conclusions in this respect by December of this year, he added.

So far, Telemeter has been programming only evenings, plus Saturday and Sunday matinees. Films have been running for several consecutive nights at a cost of $1 per night. Special children's movies have been priced at 25¢.

As of last month, the three theaters in Etobicoke showed no evidence of a drop in box office as a result of pay tv, Mr. Novins said. Two of these theaters belong to the Famous Players chain.

■ Previous theater exposure doesn't seem to affect the audiences for pay tv. After the "10 Commandments" had been shown six times in Toronto theaters, it still captured 50% of pay tv's subscribers.

Mr. Novins said that a drop in pay tv's audience is experienced when an exceptionally good program is shown on one of the commercial channels.

Some of the most interesting reactions to the system have come from agency people, Mr. Novins noted. Many have said that pay tv is inevitable, and although some adjustments must be made between pay tv and commercial tv, they said they felt the two were compatible. Some even said that pay tv "will be a hell of a good thing for free tv" in improving the caliber of programming, Mr. Novins reported.

No commercials will be accepted on any of the system's paid programs; the company's policy is to write into its franchise agreements

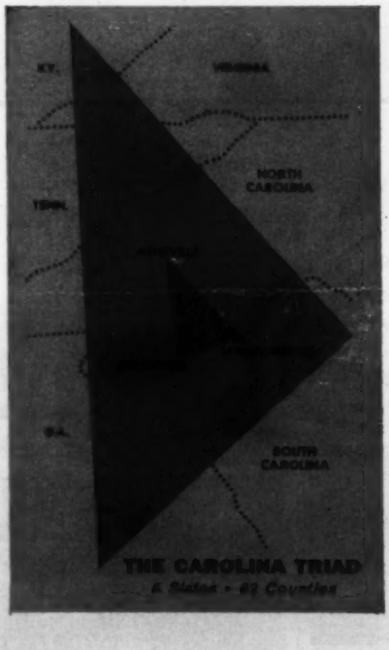
(Continued on Page 156)

Reach Your Typographic Level

Here Type Can **B** Serve You

J. M. BUNDSCHO, INC., *Advertising Typographers*
180 North Wabash Ave. • RAndolph 6-7292 • Chicago 1

WLOS-TV...
King of the Carolina Triad!



WLOS-TV reigns supreme in this rich, six-state area . . . ranks *first* in every day part!

Every day of the week, from 9 a.m. to midnight . . . an average of 34,000 homes per quarter-hour! That's what WLOS-TV delivers, according to the March ARB for Greenville-Asheville-Spartanburg. And that's 108.6% more homes than station "C" and 21.4% more than station "B"! So if you're looking for coverage, for audience, for impact, make sure your message goes out to the Carolina Triad from the South's highest tower, WLOS-TV. Get the complete story from your PGW Colonel.

WLOS-TV abc

Serving
GREENVILLE — ASHEVILLE — SPARTANBURG
A Wometco Enterprise

WOMETCO ENTERPRISES INC.

Represented by Peters, Griffin, Woodward, Inc.
Southeastern Representative: James S. Ayers Co.

Telemeter Calls Canada Pay TV Test Success . . .

(Continued from Page 155)

a stipulation against accepting commercials on a paid show, Mr. Novins said. Telemeter would not be able to control, however, what a franchised operator does with any of the programming he offers free on the system.

Telemeter has been working since 1953 on a system of pay tv to be transmitted over the air. This system is in the advanced stages of development, Mr. Novins revealed, but the company is in no hurry to establish it because the cable system has more advantages at present. For one thing, the air system would require the approval of the Federal Communications Commission in the U.S., but the cable system does not need such sanction. #

Appliance Service is big Business

For facts about this fast growing industry ask for your copy of Market File "A".

Electric Appliance Service News
505 N. LaSalle St., Chicago 10, Ill.

Campbell's Beans & Franks Goes into National Distribution

Campbell Soup Co., Camden, N.J., has begun national distribution of its Beans & Franks, after successful test marketing of the product in 13 markets (AA, Feb. 1). Newspapers and television will be used to support the introduction of the product. In addition, a special introductory offer providing refund of the full purchase price to consumers sending in a label from a Beans & Frank can, is being offered by the company. The offer, which will expire Nov. 30, is limited to one refund per family. Batten, Barton, Durstine & Osborn is the agency.

Lewis Agency Adds Two

Lewis Advertising Agency, Newark, N.J., has been named to handle advertising for two subsidiaries of Faradyne Electronics Corp.: Investment Casting Co., Springfield, N.J., and Mansol Ceramics Co., Belleville, N.J. Lescarboura Advertising, Ossining, N.Y., formerly handled Mansol; Investment Casting did not have an agency previously.

'L.A. Herald' Names Hayzlett

Robert Hayzlett has been appointed business manager of the *Los Angeles Herald-Express*, filling the vacancy created when George R. Hearst Jr. was appointed publisher last May 6. Most recently, Mr. Hayzlett was production manager of the *News-Press*, Savannah, Ga.

BULOVA
BULOVA
BULOVA

CHRISTMAS DECORATION—*George Borkin, display and exhibit manager for Bulova Watch Co., designed this patented gift box which can also be used as a window display or hung from a Christmas tree.*

40% of Home Buyers Decide in Less Than 90 Days, ANPA Says

NEW YORK, Sept. 6—A survey of house-hunting habits among recent home buyers has been issued by the Bureau of Advertising, American Newspaper Publishers Assn.

The survey was conducted by Market Research Service for the Assn. of Newspaper Classified Advertising Managers and is based on 100 telephone interviews in each of ten major markets.

Some highlights:

- About 40% of the respondents reported buying new homes, while some 60% bought previously occupied houses.
- One-half reported they were first-time home owners.
- Real estate brokers handled home purchases for five out of ten of those surveyed, while three out of ten bought through a builder or developer.
- Some 40% had been actively house-hunting three months or less before purchase. Another 40% had spent a year or more looking for houses.

▪ In addition to details on home-buying, the survey includes data on classified advertising readership, plus influence of ads on purchase of homes and household items. The report, conducted last spring, has been incorporated into a presentation for use by individual newspapers. #

Warner Buys Laros Lingerie; Names Toby Marketing Head

Warner Bros. Co., Bridgeport, manufacturer of foundation garments, has completed negotiations for the cash purchase of all stock of Laros Inc., Bethlehem, Pa., lingerie producer. The two companies said the acquisition resulted from their mutual desire to coordinate designing, advertising and selling of bras and girdles with lingerie. They will, however, also continue to make and sell merchandise independently of each other.

Laros management will remain the same except for the addition of Robert D. Tobey, who will join the company as marketing exec vp. With Warner since July 1, he was formerly head of the lingerie division of Chadbourn Gotham. Gilbert Advertising is the Laros agency. This is the second company Warner has acquired within a week. Last week the company agreed to buy the assets of C. F. Hathaway Co., Waterville, Me., maker of men's and women's shirts. Ogilvy, Benson & Mather will continue as the Hathaway agency.

Buchen Names Two Directors

J. Wesley Rosberg, senior vp and director of research of Buchen Co., Chicago, and Emery Dobbins, managing vp, eastern division and head of the agency's New York and South Orange, N. J., offices, have been named to Buchen's board of directors.

Norfolk Daily Boosts Keefe

L. Rawlings Keefe has been appointed manager of general advertising of the *Virginia-Pilot & Ledger Star*, Norfolk. Mr. Keefe was formerly assistant to his predecessor, Stanley H. Leonard, who has retired.

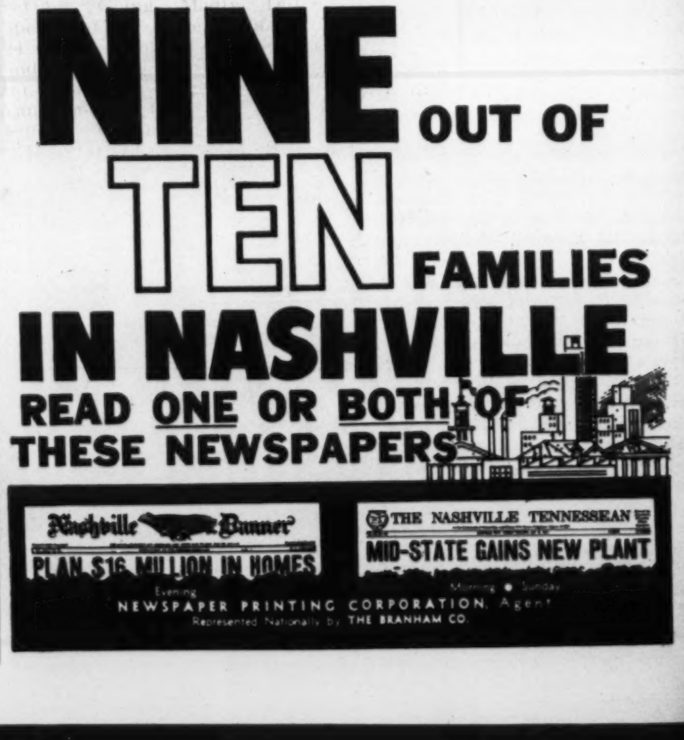
A BILLION DOLLARS ON A SILVER PLATTER

That's Montgomery and Central-South Alabama . . . where a million people have a billion dollars to spend. And you can reach this market with just one buy, since WSFA-TV covers the area like no one else.

WSFA-TV
NBC / ABC MONTGOMERY - CHANNEL 12

Represented by Peters, Griffin, Woodward, Inc.

The Broadcasting Co. of the South
WIS-TV Columbia, South Carolina

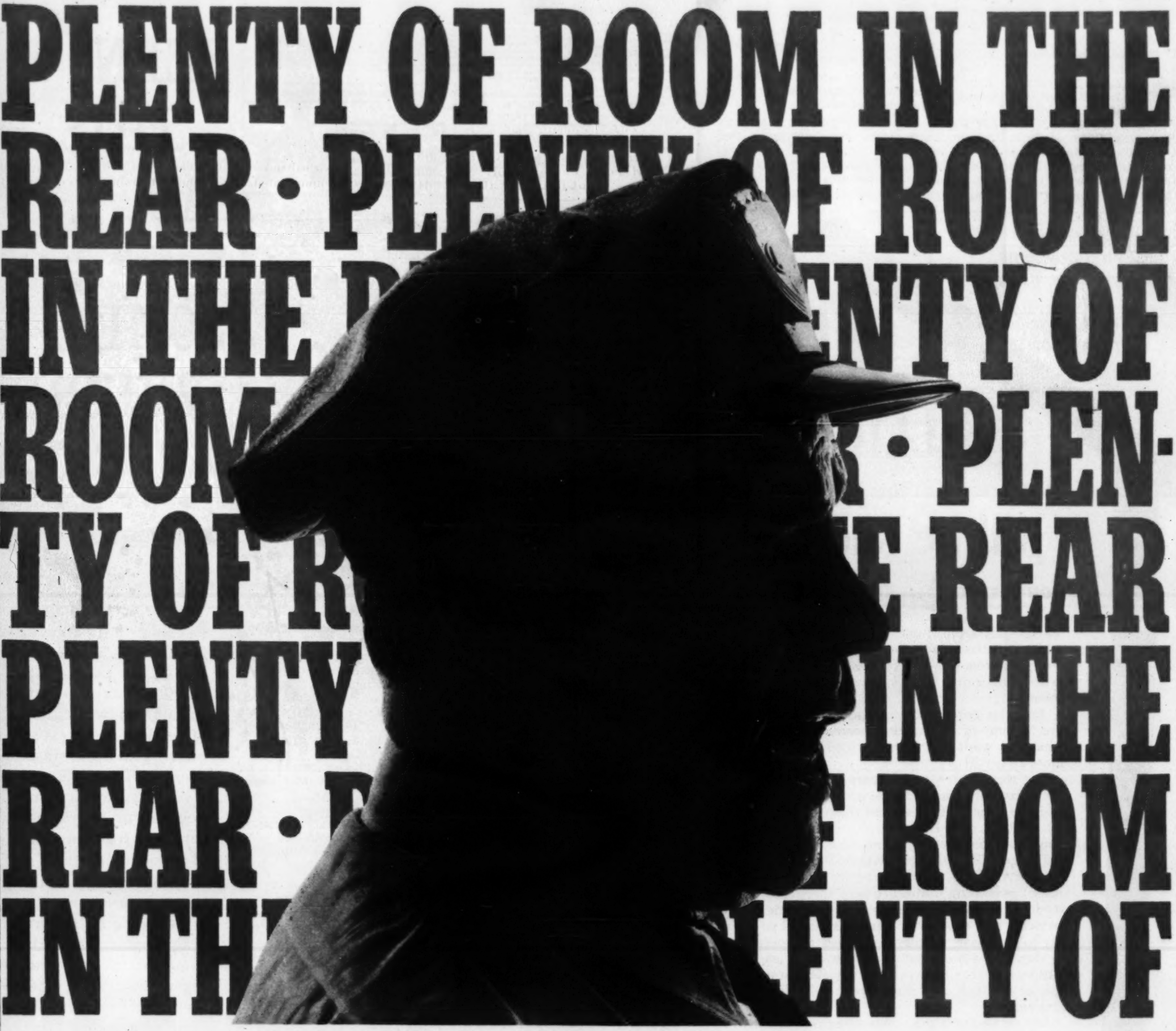

NINE OUT OF TEN FAMILIES IN NASHVILLE READ ONE OR BOTH OF THESE NEWSPAPERS

Nashville Banner
PLAN $16 MILLION IN HOMES
Evening

THE NASHVILLE TENNESSEAN
MID-STATE GAINS NEW PLANT
Morning ● Sunday

NEWSPAPER PRINTING CORPORATION, Agent
Represented Nationally by THE BRANHAM CO.

What does it take to move people?



You won't miss the bus if you remember one thing: the more you repeat a message, the more you drive the message home. That's why frequency is so important to advertisers. You get an *added* measure of frequency in The Saturday Evening Post at no extra cost. ▪ That's proved by Ad Page Exposure. This new study of media effectiveness counts the times a reader turns to your ad page. (Take Pepsodent in this week's Post. Their ad on page 5 plus the reader on page 5 equals one Ad Page Exposure.) Now, your ad page in a single issue of the Post gets more than one exposure per reader. Actually, it gets 37% more exposure to the average reader than the same ad in the other big weekly. ▪ You meet the right people, too. Your Post ad page is seen three million more times by readers in larger families (3 or more members). Your Post ad page is seen half a million more times by readers in the $4,000-and-over households that spend two-thirds of all durable- and package-goods dollars. ▪ The Post is the fastest-moving advertising vehicle you can take, because . . .

A CURTIS MAGAZINE
The Saturday Evening
POST
THE INFLUENTIALS' MAGAZINE

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST. . .THE HI-FREQUENCY WEEKLY!

Note: Total Ad Page Exposures to the readers of one issue: Post—30,861,000 . . . Life—30,110,000 . . . Look—30,702,000

Belleville Bank's Ads Show Bankers in Striped Pants—but in Light Cartoon Style

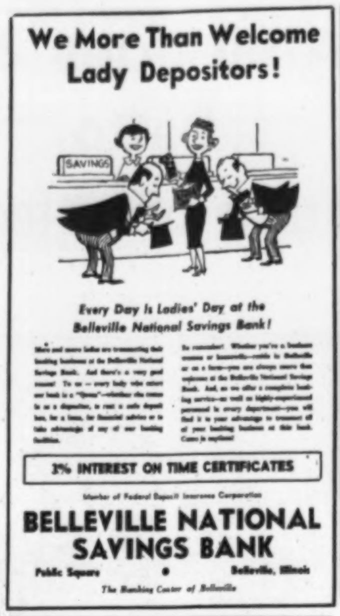
BELLEVILLE, ILL., Sept. 6—As more and more banks move toward ending the stock image of the banker as a stiff and old-fashioned curmudgeon and of banks as cold and unfriendly, the Belleville National Savings Bank looms as a pioneer in the informal-image field. It has been using this approach for three and one-half years and is now running a weekly cartoon ad in the *Belleville News-Democrat* and *Daily Advocate*.

Created by Seelig & Co., St. Louis, the three-column ads made their initial appearance in February, 1957, and have been running consistently ever since.

Said Leon Seelig: "In 1957 the Belleville National Bank and the Belleville Savings Bank merged into the Belleville National Savings Bank. Joseph C. Hauser, vp in charge of advertising, wanted an ad which would announce the merger, and continue thereafter to establish individuality and remembrance for the bank."

▪ In presenting the idea for cartoon type ads, a new version each week, Mr. Seelig pointed out three basic weaknesses in most bank advertising:

- Most bank advertising is the same old hackneyed stuff—and is overlooked by a big percentage of busy newspaper readers because it has low attention value.
- Most bank advertising has no individuality, and therefore, low remembrance value.
- The general public's image of a bank is that of an overly dignified, not-quite-human group of officers. Most bank advertising does nothing to dispel this myth and educate the public on the fact that bankers are human, friendly and easy to deal with.



We More Than Welcome Lady Depositors!

Every Day Is Ladies' Day at the Belleville National Savings Bank!

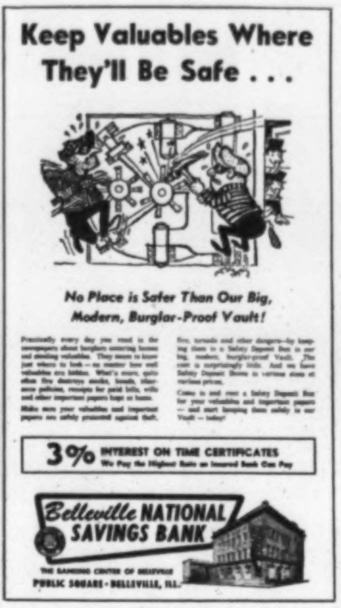
3% INTEREST ON TIME CERTIFICATES

Member of Federal Deposit Insurance Corporation

BELLEVILLE NATIONAL SAVINGS BANK

Public Square • Belleville, Illinois

The Banking Center of Belleville



Keep Valuables Where They'll Be Safe . . .

No Place is Safer Than Our Big, Modern, Burglar-Proof Vault!

3% INTEREST ON TIME CERTIFICATES
We Pay the Highest Rate an Insured Bank Can Pay

Belleville NATIONAL SAVINGS BANK

THE BANKING CENTER OF BELLEVILLE
PUBLIC SQUARE • BELLEVILLE, ILL.

▪ By putting top hat and frock coats on the ad's cartoon bank characters, the money image of a bank is maintained, and the human touch is injected through activity of the cartoon characters in each ad.

Mr. Hauser said that from the beginning the ads raised a considerable amount of comment, not only from bank customers but from other banks.

With the permission of the Belleville National, the Seelig agency has syndicated the program and is now offering the same type of cartoon ad for use by banks in cities outside the Belleville area.

Beth Atkins of Mathes Named 'What's New' Editor

Mrs. Beth Atkins, librarian, J. M. Mathes Inc., New York, has been named editor of *What's New in Advertising & Marketing*, published by the ad division of the Special Libraries Assn., New York. She succeeds Pauline E. Lybeck, of the Television Bureau of Advertising. Business manager for 1960-'61 is Frances C. Ford, librarian, Fuller & Smith & Ross, New York. New publicity director is Margaret Clark, business librarian at Miles Laboratories; Elkhart, Ind.

The editorial board members, all from New York, are Mrs. Julia Keggi, assistant librarian, Compton Advertising; Dorothy L. McGowan, research librarian, Sperry & Hutchinson Co.; and Mary M. Richardson, reference librarian, Union Carbide Corp.

Borden Sets Cheese Drive

Borden Foods Co. has launched a major ad program for its fall and winter "all family cheese festival," using a series of 500-line ads in 140 newspapers, color pages in magazines and Sunday supplements, point of sale material, plus dealer and consumer premiums and other support. Young & Rubicam, New York, is the agency.

Bowen Joins Kohler

A. Vernon Bowen, formerly copy supervisor on Frigidaire at Dancer-Fitzgerald-Sample, has joined an agency in his home town—Albert A. Kohler Co., Old Greenwich, Conn. Mr. Bowen is credited with having originated the Rambler automobile cartoon campaign when he was a copywriter with Geyer Advertising (now Geyer, Morey, Madden & Ballard).

Steve Mason to Ralston

R. S. (Steve) Mason, formerly with General Mills, has joined the Ralston division of Ralston Purina Co., St. Louis, as assistant to the cereal advertising manager.

A tip on the custom-home construction market from F. W. Dodge Corporation

2⅓ BILLION DOLLARS

(the 'cream' of this year's new-home building market)

will be spent by families...

DON'T TAKE THESE "ONE-TIME" BUYERS FOR GRANTED!

Only F. W. Dodge, with a field staff of over 1,000 construction news reporters, can find, verify and *reach* the families who are planning *to build their own homes—the way they want them.*

And this core of custom-home planners is the "cream" of the market because they buy what they want and spend an average of 35% more to get it!

But these "one-time" buyers are *your* prospects just once—and for just a very short time. Because only Dodge can find them during this critical time, only Dodge could "custom-build" a medium for reaching them.

Dodge's GUIDE TO HOME-PLANNING LITERATURE is an attractive folder that describes leading manufacturers' literature on products for building, furnishing, equipping or servicing new custom homes. It is mailed on a day-to-day basis to these qualified prospects, as they are discovered. You can reach each prospect for about the price of a postage stamp apiece. A return card makes requesting literature easy.

See for yourself the outstanding results this new medium has achieved for a wide variety of companies. WRITE TODAY for a copy of the GUIDE, verified test results, and descriptive literature. Next closing is October 15. Standard agency commissions apply.

Guide to
HOME-PLANNING
Literature
YOURS FOR THE ASKING
Get the facts before you buy!

F. W. Dodge Corporation
Construction News Div., Dept., ADA70
119 West 40th St., New York 18, N. Y.

Name________________________

Company________________________

Address________________________

City____________ Zone____ State____

F. W. DODGE CORPORATION

Other Dodge publications and services:
Architectural Record • Sweet's Catalog Service
• Dodge Reports • Dodge Construction Statistics.

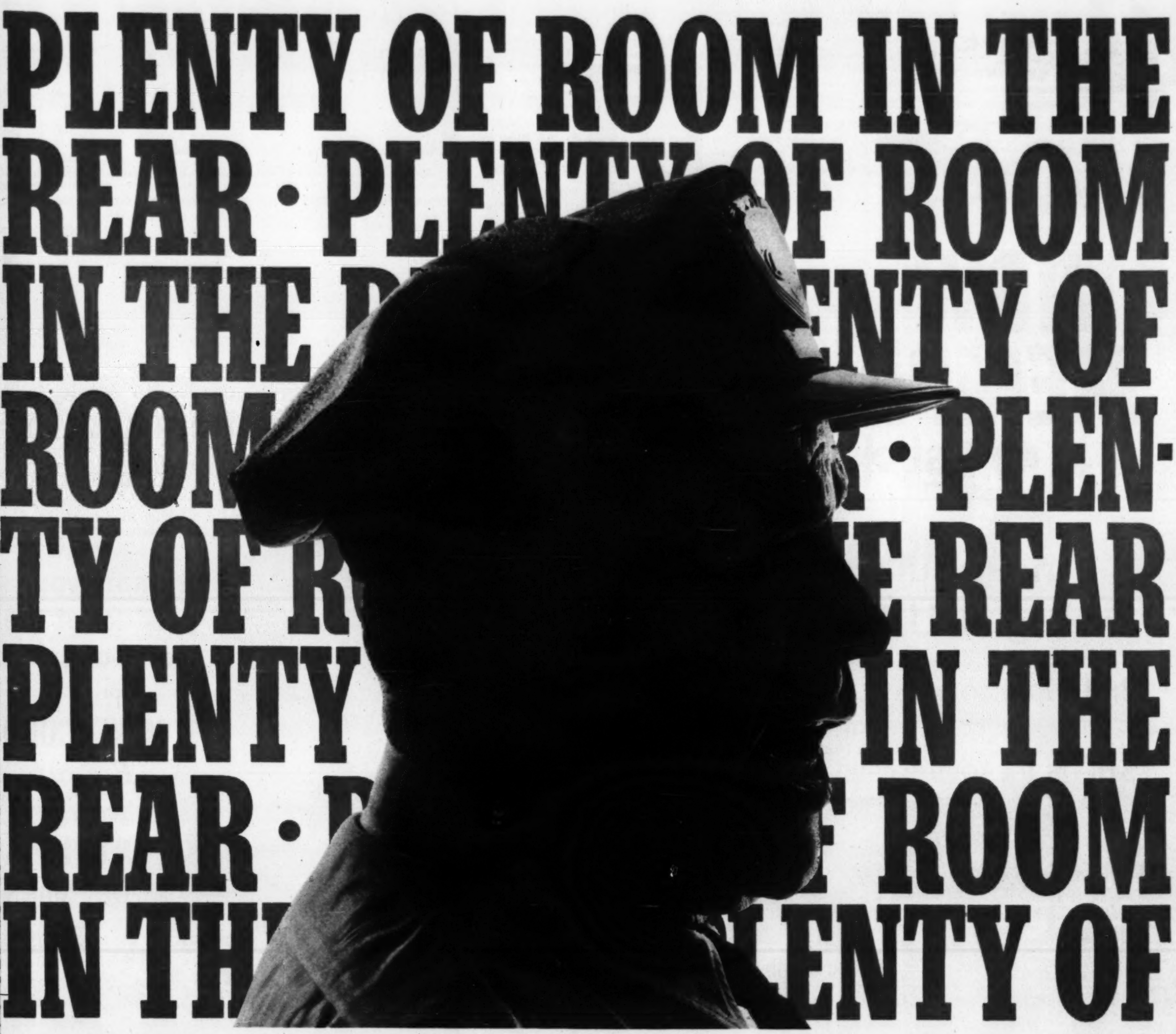
HAVE YOU SEEN THIS AD SOME-WHERE BEFORE?

Sure you have! You saw our bus-driver friend on the preceding page. The purpose of this little experiment: to show how millions of readers see your ad page *twice* in a single issue of The Saturday Evening Post. (And you pay no extra fare for the extra frequency of exposure!)

Your ad page in the Post gets seen 37% more times by the average reader than the same ad in the other big weekly. And when men and women see your ad a second time, they learn *more* about your product. Respond *faster*. That's why the frequency you get in the Post really sells. (Ask Sylvania. One ad . . . one time in the Post . . . one million dollars in sales.)

Want this kind of frequency? These repeat sales calls? Transfer to the Post!

What does it take to move people?



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Shopping Center Book Issued

The fourth annual "Directory of Shopping Centers" in the U. S. and Canada has been published by the National Research Bureau Inc., 415 N. Dearborn St., Chicago. It contains information on 3,976 shopping centers and sells for $29.50. The 500-page directory is available for 10 days' free inspection.

Attention Admen!

fit type IN SECONDS!

Tens of thousands of artists, admen, printers, editors, students *swear by* the Haberule Visual Copy-Caster . . . world's fastest, simplest, most accurate copy-fitting tool. Only $10 at art supply stores or direct. *Money-back guarantee!*

HABERULE
Box AA 245, Wilton, Conn.

NOW MEMPHIS 21st *

In Population among all U.S. cities

2nd IN THE SOUTHEAST
Behind only New Orleans

5th IN THE SOUTH
Behind New Orleans and the Texas cities of Houston, Dallas and San Antonio.

MEMPHIS gained 24.2% in population between 1950 and 1960, according to U. S. Census Bureau. It climbed from the 26th largest to the 21st largest city in the country!

Write for: EMPHASIS ON MEMPHIS

—a brand new marketing study which compares Memphis with other markets in the Southeast.

MEMPHIS CONSUMER PANEL STUDY

—the newest copy of a continuous panel survey—now in its 15th year—which records the pulse-beat of sales in 46 Grocery and 15 Drug Classifications.

**Source. 1960 U. S. Census Preliminary Figures*

THE COMMERCIAL APPEAL
MEMPHIS PRESS-SCIMITAR
SCRIPPS-HOWARD NEWSPAPERS

Merchandising Ideas

C&NW Opens Rainstick Jct.

• A new Chicago & North Western Railway commuter "station"—Rainstick Jct.—was established last month in the railway's downtown Chicago terminal. Rainstick Jct. is an assortment of unclaimed umbrellas from the road's lost and found department. When there's an unexpected shower in Chicago, C&NW commuters caught without a bumbershoot can borrow one at Rainstick Jct. The road is relying on the honor system—nothing to sign; no deposit. Riders are asked to flash their commuter ticket to an attendant, then help themselves to a rainstick. A tag inside the umbrella reminds riders to return it.

Copies of a yellow flyer announcing the service were distributed to the 40,000 commuters. F. V. Koval, director of commuter and passenger services, said Rainstick Jct. is part of the "new look" accompanying the railroad's modernization of its suburban service.

RAINSTICK JUNCTION
PLEASE RETURN THE UMBRELLA YOU BORROW—TOMORROW!
Thanks C&N.W. RY.
PLEASE RETURN THE UMBRELLA YOU BORROW ... TOMORROW!
Thanks C&N.W. RY.

RAINSTICK JCT.—*Chicago & North Western Railway commuter Jeannine Janssen, Wonder Lake, Ill., was the first "customer" at C&NW's new suburban station, Rainstick Junction, established in the railroad's downtown Chicago terminal. Commuters may borrow from this collection of unclaimed umbrellas. Borrowers are asked only to return the bumbershoot the next day.*

Pennzoil Carton Is Safety Device

• Pennzoil Co is offering motorists a new night safety device with a multi-purpose carton designed to hold two cans of motor oil. The carton has a warning emblem of reflective material that can be seen at night as far away as 2,500 ft. Carried in the trunk of an automobile, the carton can be set out on the road to warn other drivers of a disabled vehicle. The reflective stripes gleam in the headlight beams of oncoming cars. The original contents hold the carton in place, or the motorist can use a stone, gravel or dirt as weight if he has used the motor oil.

OAI, Bud Join in Promotion

• Outdoor Advertising Inc. has teamed up with a top outdoor advertiser, Anheuser-Busch, in a sales promotion to advance the "Pick-a-Pair" theme. The member plants of the outdoor advertising industry have distributed to key wholesalers and retailers of Budweiser beer a pair of handcrafted ceramic mugs. These mugs when nested together form the Budweiser emblem shape, suggesting the "Pick-a-Pair" theme. The mugs were designed by Contemporary Ceramics, Chatham, N. J.

Pick a Pair
...buy Bud
BUY BUD

PAIR—*These mugs, used in a promotion by Anheuser-Busch and Outdoor Advertising Inc. feature the Anheuser-Busch emblem and slogan's "Where There's Life There's Bud—Where There's Outdoor Advertising There's Sales."*

Ash Trays Highlight Party

• When Winius-Brandon Advertising Co. opened new offices in downtown St. Louis, Business Interiors, St. Louis, which installed the office fixtures, threw an "ash tray-cocktail party" for executives of Business Interiors and Winius-Brandon. Each guest received in addition to refreshments, a personalized ash tray for his desk.

Rocket Pushes 'Free Press'

• "Be a space man!" invited a promotion piece from the *Detroit Free Press*. The mailer included a 7" plastic rocket which contained a miniature copy of the *Free Press*. The accompanying card suggested that the recipient learn more about the advertising space in the *Detroit Free Press* by studying the miniature *Free Press* to "see why *Free Press* ad space reaches more readers than any other."

An Official Space Man card also was included which grants "all the authority, privileges and honors justifiably accruing to all Official Space Men." The reverse side of the mailer was illustrated with a two-color drawing of a rocket and was headlined, "*Free Press* circulation rockets upward."

Cream o' Wheat Sells by Record

• Cream of Wheat Corp., which has taken to the airwaves with song commercials, is using words and music also to tell the food trade how it scored a beat on the competition. A four-color eight-page booklet produced by the Cream of Wheat agency, Batten, Barton, Durstine & Osborn, con-

WE GIVE EAGLE STAMPS
EMBASSY DAIRY PRODUCTS
EL PRODUCTO
UNITED AIR LINES
PUBLIX
KING SIZE ICE COLD
12 oz.
take home cold beer
PHILCO Service
White Rock
Carrier UNIT HEATERS COMMERCIAL-INDUSTRIAL

Don't get caught with your SIGNS down

promote your product at the point-of-sale with MEYERCORD *Pressure Sensitive* **DECALS and DRI-MARK* Films**

Do you want to get more of your signs "up" at the Point-of-Sale? Naturally! The big question . . . *how?* Hundreds of leading national and regional Point-of-Sale advertisers have found the best answer in years . . . in Meyercord's Pressure Sensitive Decals and DRI-MARK Films. The convenience and speed of waterless application make Pressure Sensitive Decal Signs popular with fieldmen and retailers alike. It's simply a few seconds' task to install Meyercord Pressure Sensitive Decals or DRI-MARK Pressure Sensitive Films on windows, doors or any surface. DRI-MARK is the new Meyercord development that identifies a wide variety of new materials and appearance factors . . . Mirro-Cals, Mylar, Vinyl-Mylar, Laminates and others. One or more of these new signs will find a welcome and effective place in your Point-of-Sale advertising program: Drop us a line . . . let a Meyercord salesman show you how leading advertisers are using DRI-MARK to promote the "new look" at the Point-of-Sale. No obligation, of course.

the MEYERCORD co.
Dept. R-201, 5323 West Lake Street, Chicago 44, Illinois

tains not only the story with illustrations, but also a plastic record that reproduces some of the successful commercial songs and gives a preview of the fall and winter campaigns.

Cream of Wheat salesmen will take the booklet, "Music to Sell Cream of Wheat by," on their grocery trade calls, equipped with a transistor record player on which to spin the plastic record. The record was produced by BBDO, Minneapolis, and manufactured by Rank Audio Plastics, New York.

Total Electric Home in Ads

• Westinghouse Electric Corp. has retained Julius Shulman, Los Angeles architectural photographer, to photograph each of 16 specially designed Total Electric Homes being built in different sections of the U. S. Westinghouse began its "total electric home" program in 1959, when it invested $2,500,000 in a public information program to acquaint consumers with the trend toward "total electric living." The 1960 program involves a $3,000,000 expenditure to show that the "total electric homes can be built in any style, size, price range or geographic location," Westinghouse says. Mr. Shulman's photographs will be used to illustrate the "electric living" concept in the company's public information program.

PRESS KIT—*Westinghouse Electric Corp. is distributing this press kit as part of its $3,000,000 Total Electric Home program this year.*

Frosst Issues Weather Guide

• Charles E. Frosst & Co., Montreal, pharmaceutical manufacturer, has begun a new service for all Canadian medical practitioners, a four-page long-range weather forecast folder. The "Frosst Forecaster" is designed specifically for Canada and gives an analysis of weather for the major geographical areas, linked with individual forecasts for all major cities. Published in both English and French, the forecaster presents a summary of weather conditions expected during the month and a run-down on conditions likely to be experienced during the second and third months ahead. Charles W. Moore, Frosst ad manager, and Ronalds Advertising Agency developed the project. #

Frosst
FORECASTER

FORECASTER—*This monthly weather forecast folder is being mailed to Canadian physicians by Charles E. Frosst & Co.*

Color Matcher Boosts Ink

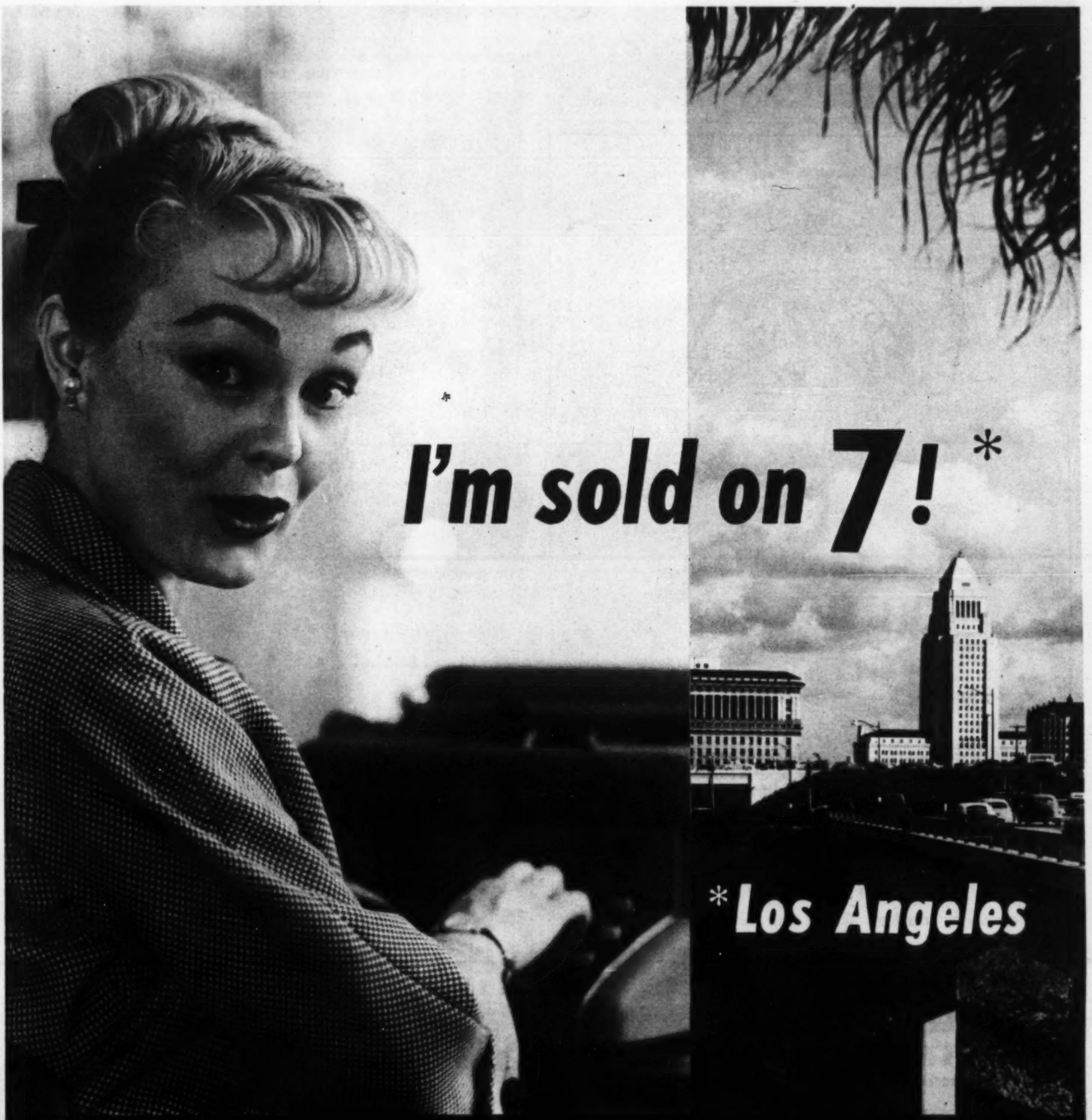
• A slide-rule size color matcher, an 11x21" chart that folds into a 2x11" flat envelope, is being distributed by Kohl & Madden Printing Ink Corp., Chicago and New York, for its Rocket Set offset inks. To withstand the repeated folding the chart will have to take, it was printed on Texoprint, a plastic coated and impregnated printing paper made by Kimberly-Clark Corp. Thirteen standard colors which can be mixed to give 142 colors are featured in the first chart of the color matcher series. The company plans to issue future charts that will provide a total of nearly 400 colors that can be mixed with Rocket Set inks. Copies of the color matcher may be obtained from Kohl & Madden sales representatives and branch offices.

Wood Uses Golf Theme

• Geoffrey H. Wood, president and general manager of G. H. Wood & Co., Toronto, maker of industrial sanitation products, believes that sales campaigns should be designed to catch the attention and arouse the interest of everyone. Hooking up with Trans-Canada Air Lines, Douglas Aircraft Co., A. G. Spalding & Bros. of Canada Ltd. and General Motors of Canada Ltd., Wood played its most recent campaign high, wide and handsome. The sales drive, "Wood's world-wide golf sales campaign," included such elements as "round-the-world" golf games via TCA, daily mailings to homes of the 150 salesmen and many sales aids for distribution to customers. Before the program, more than 300,000 foreign coins were purchased from the countries included on the schedule. These were put up in special souvenir envelopes and distributed by the salesmen to customers. The salesmen were given TCA flight tickets and score cards from some of the overseas golf clubs on the schedule.

Wood's salesmen worked as foursomes—each with a captain. Awards were made to the winning teams in each of the individual nine weeks the campaign ran. Special prizes were awarded for the salesman booking the largest order (described as a "hole in one"), and for the salesman book-

Give Your Salesmen a Coat of Mail!
SALESMEN AVERAGE 16 ORDERS PER 100 CALLS FROM LEADS THROUGH ADVERTISING; 38.4 ORDERS FROM LEADS AFTER LITERATURE IS SENT VS 9.2 ON COLD CALLS. WE BUILD BARRAGES TO BOLSTER SALES!
"That Fellow Bott"
Leo P. Bott, Jr., 64 E. Jackson, Chicago



KABC-TV sells her on buying... and 7 million Southern Californians just like her are watching ABC's Flagship in the West. It takes great strides to keep one step ahead of America's busiest market. KABC-TV has what it takes... You can be sold on 7, too.

ing the largest contract (an "albatross"). Publicity pictures were shot with Mr. Wood at the controls of a chartered TCA DC-8 jet at the Douglas Aircraft plant in California (on the ground). Everything involved in the campaign was real—the DC-8, the Spalding golf clubs, the General Motors convertibles, etc.—but the actual travel around the world. This was left to the imaginations of Woods salesmen and customers.

Salesmen in Red Coats

• More than 400 Norge salesmen will sell home appliances this fall garbed in bright red coats. The coats were unveiled and awarded at a series of 18 meetings concluded the end of August. Each coat, called a Viking Trophy coat, carries a Viking crest on the breast pocket and name of the salesman inside. The coats (with a retail value of $50) were awarded to Norge staff salesmen and salesmen of 87 distributors who had sold at least 20 home laundry units in a 30-day period. Also in order to qualify, distributors were required to put on four special promotions in dealer stores. Norge is expecting the idea to have a stimulating effect on Norge sales during the fall.

Coddington Sayre Dougherty Pettersen

RED COATS—*Judson Sayre, chairman of the Norge division of Borg-Warner Corp., is fitted out in a Norge red Viking trophy coat by Bill Coddington, Norge division manager. Dan Dougherty, Norge sales manager, and Jack S. Pettersen, director of marketing, admire the fit.*

BRIGHT EYES—*Republican convention hostesses for Murine Co. pack plastic squeeze bottles of Murine in convention kits for newsmen arriving in Chicago. The company provided about 7,000 five-dram bottles of Murine to news, magazine, radio and tv representatives attending both the Democratic and Republican national conventions in a good will promotion. The company reports the gifts were enthusiastically received in both smoggy Los Angeles and windy Chicago.*

Publishing Methods Require Fundamental Revision: Blossom

Los Angeles, Sept. 6—The present revolution in education is developing a "great new type of publishing industry," Sumner Blossom, president of Crowell-Collier Publishing Co., declared at a press luncheon here last week.

He said, "If you think of Crowell-Collier as a publisher in terms of the printed word, it is a misnomer." In his opinion, the printed word will become "less and less important as we go along."

Mr. Blossom said it has been predicted that within the next 15 years there will be a doubling of all the knowledge we have acquired from the beginning of time until today. This means, he said, that "no one can keep up with developing knowledge; yet it must be obtained somewhere." He thinks it is the job of Crowell-Collier and similar companies to get this knowledge to where it is needed and can be used.

He foresees the time, not too far off, when educational institutions and individuals will depend on audio and visual materials in the form of "boxes, cartridges, tapes and wires for knowledge." Actually, he said, such aids are possible right now.

■ Mr. Blossom said that as knowledge grows, and the degree of specialization increases, not even trade journals can keep pace with current developments.

"Even Advertising Age, with all that it prints, can't cram everything in that an individual may need to know," he said.

For individuals seeking such specialized knowledge, help will come in the form of "a package that can be stored like a record." Asked by AA if this meant that Crowell-Collier would offer admen a service of this kind, or if he thought that Advertising Age should, Mr. Blossom said he didn't know the answer, but, he said, the need exists, and someone will fill it.

To indicate the scope of what he considers a publishing company of the future will encompass, Mr. Blossom pointed out that in addition to its encyclopedia division, Crowell-Collier has three radio stations and is now acquiring a fourth in Washington, D. C.; it recently acquired a controlling interest in the Macmillan Co., and is planning audio-visual "encyclopedias." #

Keystone Adds 15 Affiliates

Keystone Broadcasting System, Chicago, has added 15 new affiliates. They are KCLF, Clifton, Ariz.; KZOW, Globe, Ariz.; KGLU, Safford, Ariz.; KRCK, Ridgecrest, Cal.; WIRV, Irvine, Ky.; KMIS, Portageville, Mo.; KVAS, Astoria, Ore.; KWVR, Enterprise, Ore.; WFIS, Fountain Inn, S.C.; WBNT, Oneida, Tenn.; KMCO, Conroe, Tex.; KLUE, Longview, Tex.; WFLS, Fredericksburg, Va.; WBOY, Clarksburg, W. Va., and WXMT, Merrill, Wis.

Gates Renames Storm

Miriam Gates Inc., San Juan, P.R., padded "bra" stylists, has reappointed Storm Advertising, Rochester, to handle its advertising. Storm is presently planning the most extensive ad campaign in Gates' history for 1961. Full color ads, featuring Miriam Gates "surgical bra," will appear in national fashion magazines, trade magazines and medical journals.

McCarty Names Rhoads

Eleanor Rhoads, formerly with Donahue & Co. and Michel-Cather, has joined McCarty Co., New York, as controller.

SWINGLES.
CUSTOM MADE
ONLY $68
U.S. only

the JINGLE MILL

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call.

THE JINGLE MILL
[illegible]

JACKSON AUTOS
JUMP 82%
IN 10 YEARS

Along with every other economic indicator, vehicle registrations in Jackson, Mississippi have grown dramatically since the last census. There is now nearly one vehicle for every two persons! . . . no wonder Jackson and its 16-county retail trade zone rank as a major market. As a unit, this area ranks 7th in the nation in gross farm income, too.

The Jackson area shows dramatic growth. So, it's no wonder dramatic sales results come from advertising in the Clarion-Ledger and Jackson Daily News.

THE
CLARION ★ LEDGER
AND
JACKSON DAILY ★ NEWS
Jackson, Mississippi

Mississippi's First Newspapers • Represented by the Katz Agency, Inc.

Co-Owners WJTV (TV) WSLI (Radio)

Ad Clinic #16
(*a transparent device to get you to read this Sheraton ad*)

by Sam St. Cyr

Avoid overstatement

YOU CAN
GET FREE,
104-PAGE
HOTEL BOOKLET
SHERATON HOTELS

Who ever heard of anybody — much less a hotel company — offering a 104-page brochure? And free, yet.

This ad must be promising more than it can deliver.

Beg pardon, sir. You can indeed get this 104-page, fact-packed brochure — free. Contains dope on all 54 Sheraton Hotels, how to get a confirmed room reservation anywhere in 4 seconds with Sheraton's electronic *RESERVATRON*, etc. To get booklet (and to prove you read this ad), write: **Sheraton Corp., Ad Age Ad #16, 470 Atlantic Ave., Boston, Massachusetts.**

Manufacturers at Work on Variety of Specialized Electric-Powered Cars, Trucks

CHICAGO, Sept. 9—After a 60-ear lull, the electric car is being roomed for a comeback on the American motoring scene.

The combined interest of bat-ery and utility companies has parked new experimentation, and number of companies indicate heir desire to put an electric car n the road again in some sort of olume.

It has been estimated that util-ties alone could use at least 10,-00 electric passenger cars for rban meter readers, collectors nd service employes. This market ould provide a testing ground for he autos before marketing them o consumers.

- The Eureka Williams Corp., Bloomington, Ill., has produced he Henney Kilowatt. Some 30 ower companies have shown nough interest in the car—which ses the body of a Renault Dau-hine—to order one or more for est purposes.

The Henney is powered by 36 wo-volt batteries with a 12-volt attery for operating the turn ignals, windshield wipers, horn, adio and lights. It weighs 2,245 bs. and sells for $3,500.

- Nic-L Silver Battery Co., Santa Ana, Cal., has three models in the esting stage—a roadster, a hard-op and a station wagon. Its bat-ery power offers a 50-mile driv-ng range, and it will provide 100 miles of travel at a cost of about 0¢, according to the builder. Esti-mated price is $1,195.

- Cleveland Vehicle Co. is look-ng forward to a market for elec-ric trucks. Its Charles Town-About is estimated to cost $2,800. t is powered by four large bat-eries, weighing 528 lbs.; the ve-icle's total weight is 1,900 lbs.

Stinson Aircraft & Tool Engi-eering Co., San Diego, Cal., is orking with pilot models of the Charles, which has a 75-mile ange. The Charles Motor Co. oks forward to an annual output f 10,000 electric cars, but is eye-ng the possibility of importing its uto bodies from lower-cost labor arkets such as Germany or Ja-an.

Armstrong, Fenton & Vinson as appointed to handle adver-ising for the Charles.

Research in the battery field is roducing some possibility of us-g a nickel-cadmium battery, more xpensive to produce but requir-g only about 20% of the space sed by the conventional battery. This would cut down the total ehicle weight as much as one-hird.

American Motors Corp., Detroit, st year began a study of produc-g an electric car with Sonotone orp., Elmsford, N. Y. Sonotone one of the companies taking a lose look at the nickel-cadmium attery.

The Henney, the Nic-L Silver, e Charles and the Charles Town-bout are all home-charging types, hose batteries can be recharged t night from an electric outlet, at n off-peak time, which is a point ith the utility companies.

Some researchers are giving at-ention to an electric power plant at would recharge from a small, igh-powered auxiliary engine hich would drive a generator. tephen P. Kish, president of Nu-ay Co., Lansing, Mich., is test-g a two-passenger model which ould extend its limited range by igh-powered auxiliary engine sing the auxiliary engine part of e time to recharge the batteries.

Mr. Kish is anticipating produc-on of 500 cars yearly in the near ture. The Kish car will cost be-ween $1,500 and $1,800, it is esti-ated.

The first battery-powered car was built in 1892 by William Morrison of Detroit. Electric cars experienced their peak before the turn of the century. In 1901, gasoline-powered cars surpassed electrics in sales, but electric cars sold well until World War I. Battery-powered passenger cars were produced until 1923 and trucks till 1933.

Electric cars have never vanished completely from the American scene. They have been in use inside factories, and battery-powered carts have become a big business on golf courses. #

Humble Boosts Wilbourn

J. Case Wilbourn has been appointed assistant manager of the marketing department of the Humble division of Humble Oil & Refining Co. (Del.), Houston. He was formerly manager of the New Jersey sales division of Esso Standard division of Humble.

EVERYBODY WEARS 'EM—*This photo, reversed, originally ran in the Jan. 5 New York News. It illustrated an editorial feature called "Crisis in Commuterville." Now it's being used by Daniel & Charles in the Sept. 24 New Yorker as a Londontown Mfg. Co. ad for London Fog raincoats. Advertising will also appear in the New York Times and in business publications. Photo at Scarsdale station was made by Pat Candido of the News.*

Donald Wert Joins L&F

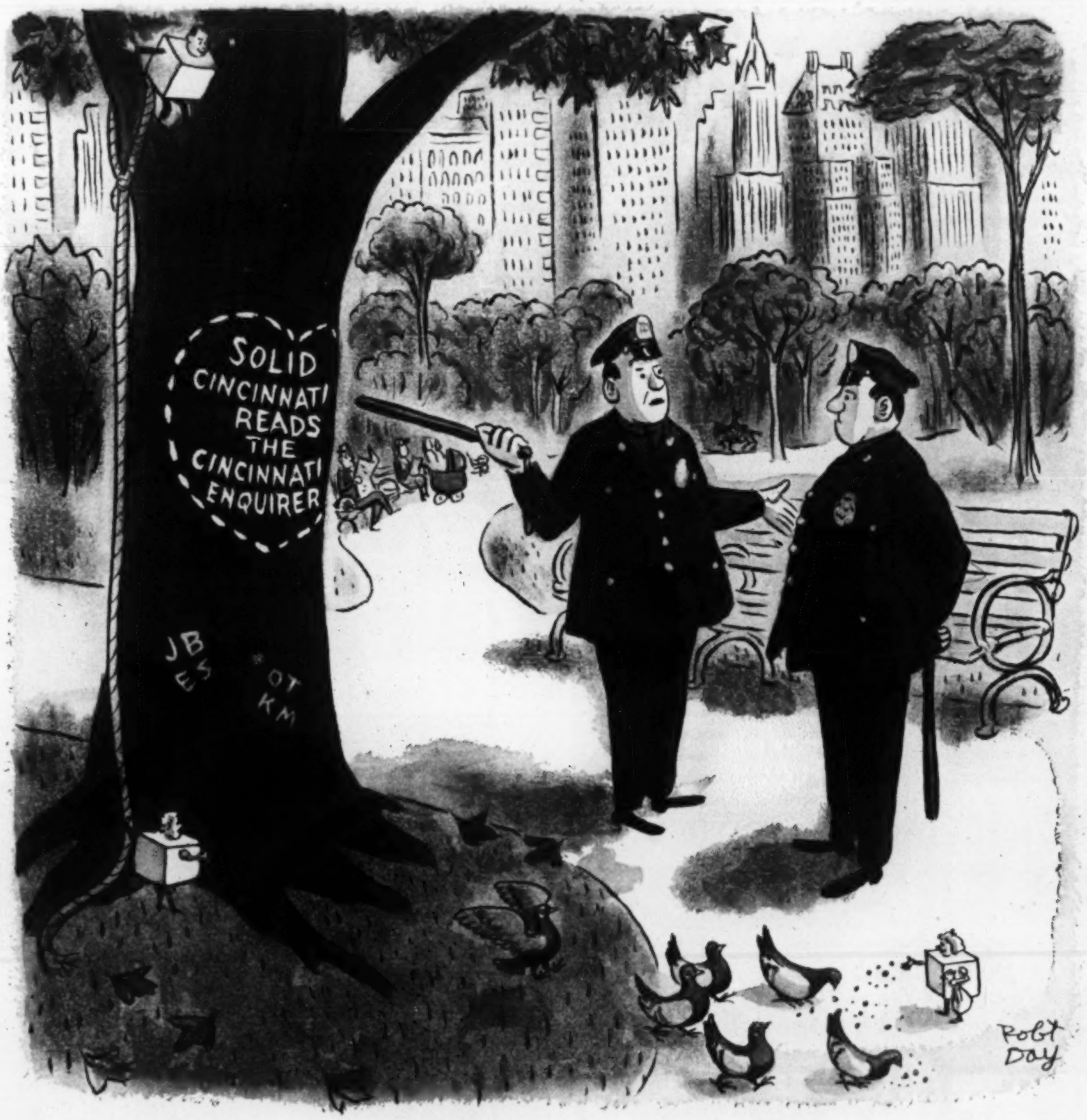
Lambert & Feasley, New York, has named Donald L. Wert, formerly with Ted Bates & Co., a marketing assistant on Fizzies.

FREE

NEWSLETTER ON DIRECT MAIL ADVERTISING

Keep up-to-date with newest developments in direct mail field. Learn latest ideas, techniques, methods to improve your results. Unique FREE service tells where and how to get facts and articles you want. To get this newsy direct mail guide regularly, without cost or obligation, send your name and address NOW to:

The Reporter of Direct Mail Advertising
258 Seventh St., Garden City, N. Y.



SOLID CINCINNATI READS THE CINCINNATI ENQUIRER
JB
ES
OT
KM
RobT Day

"I do remember a couple sitting here yesterday afternoon who sounded like advertising people!"

WANT TO CARVE OUT A NAME for yourself in the Cincinnati area? Use the Cincinnati Enquirer, and you get to the people who make the difference in this great metropolitan market . . . the hunting, wanting, trying, buying families . . . the solid market-that-matters that looks to The Enquirer for news, features and advertising that matters. Result: You're in SOLID in Cincinnati when you're in the Cincinnati Enquirer. Need some further help with your thinking? Call The Enquirer's Research Department for your copy of the latest Top Ten Brands survey.

Represented by Moloney, Regan & Schmitt, Inc.

'Yachting' Goes West

Yachting, published by Yachting Publishing Corp., New York, will serve 13 western states, including Alaska and Hawaii, with a western supplement from January, 1961. The b&w page rate in the supplement will be $450, and the frequency earned in *Yachting* will be allowed in western *Yachting* rates and vice versa.

BACON KNOWS
MAGAZINES!

We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines—a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the complete service for magazines. Best coverage, fastest service, highest accuracy.

★ BUSINESS ★ FARM
★ CONSUMER

Send for Booklet No. 59
"Clippings Benefit Business"
BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Illinois
WA bash 2-8419

KOSA-TV
LEADS
386 to 79*

KOSA-TV
KOSA-TV
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KOSA-TV

STATION "B"
STATION "B"
STATION "B"

LEADS IN 386 QUARTER-HOURS
LEADS IN 79 QUARTER-HOURS

*KOSA-TV ODESSA-MIDLAND
LEADS IN TOTAL HOMES REACHED
IN 386 OUT OF 465 RATED QUARTER-HOURS
(ARB, MARCH 1960)

7 KOSA-TV CBS
ODESSA-MIDLAND, TEXAS

The TV Buy

KROD-TV EL PASO
KVII-TV AMARILLO
KOSA-TV ODESSA-MIDLAND

DELIVERS 3 OF THE NATION'S
FASTEST-GROWING TV MARKETS
1950-1959*

	Rank in Texas	Rank in U.S.
Odessa-Midland	1st	13th
El Paso	2nd	14th
Amarillo	8th	39th

*Television, Feb. 1960

3 QUALITY STATIONS / 1 NATIONAL REPRESENTATIVE
QUALITY MARKETS / THE BOLLING COMPANY, INC.

Jack C. Vaughn, Chairman of the Board
Cecil L. Trigg, President
George C. Collie, Nat. Sales Mgr.

a TV
TRIGG
VAUGHN
STATION
KROD-TV EL PASO KVII-TV AMARILLO KOSA-TV ODESSA-MIDLAND

Ford Instrument Boosts Two

Ford Instrument Co., division of Sperry Rand Corp., Long Island City, N.Y., has boosted Joseph Purcell and Richard Chiafalo. Mr. Purcell, an engineering writer, has been named sales promotion supervisor of the company. Mr. Chiafalo, a technical artist, has been named art coordinator in the pr department.

Singelis Moves to Clearing

Theodore Singelis, advertising vp with U.S. Industries, New York, has been named vp in charge of marketing services of the company's Clearing division, Chicago, manufacturer of mechanical and hydraulic presses.

Williamson Booth Coste Boyd

OUTDOOR PATTERNS—*New findings on outdoor reach and coverage were presented by Wilbur Smith Research, New York, at the Atlanta gathering organized by Outdoor Advertising, New York. Among those who heard the report were Mrs. Lysle P. Williamson, research, Tucker Wayne & Co., Atlanta; Harvey Booth, vp, Southern Bell Telephone & Telegraph Co., Atlanta; Felix W. Coste, president, Outdoor Advertising Inc., New York; and M. L. Boyd Jr., vp, D'Arcy Advertising Co., Atlanta. Wilbur Smith Research studied traffic patterns of over 2,000,000 vehicles in 15 markets over a four-year period.*

Coming Conventions

*Indicates first listing in this column.

Sept. 13. Premium Advertising Assn. of America conference, in conjunction with the New York premium show (Sept. 12-15), Hotel Astor, New York.

Sept. 14-16. Newspaper Advertising Managers' Assn. of Eastern Canada, annual convention, Mount Royal Hotel, Montreal.

Sept. 15-16. Region 5, Public Utilities Advertising Assn., Tampa Terrace Hotel, Tampa, Fla.

Sept. 16-19. Mail Advertising Service Assn., annual convention, Sheraton Cadillac Hotel, Detroit.

Sept. 19. Associated Business Publications, annual session on "sales how," Roosevelt Hotel, New York.

Sept. 20. Associated Business Publications, annual session on "sales how," Sheraton Cleveland Hotel, Cleveland.

Sept. 21. Associated Business Publications, annual session on "sales how," Sheraton Towers, Chicago.

Sept. 21-23. Life Advertisers Assn., annual meeting, Essex House, New York.

Sept. 22-24. Advertising Federation of America, 10th District, Little Rock, Ark.

Sept. 28. Magazine Publishers Assn., annual fall conference, Hotel Pierre, New York.

Sept. 28. Assn. of National Advertisers, Workshop on Advertising Management, Ambassador Hotel, Chicago.

Sept. 28-29. CBS Radio Affiliates Assn., 7th annual convention, Waldorf-Astoria Hotel, New York.

Sept. 29-30. Assn. of National Advertisers, advertising management seminar, Ambassador Hotel, Chicago.

Oct. 2-4. Advertising Federation of America, 7th District, Chattanooga, Tenn.

Oct. 3-4. New England Newspaper Advertising Executives Assn., annual meeting, Parker House, Boston.

Oct. 3-5. National Newspaper Promotion Assn., Western Regional Workshop, Stardust Hotel, Las Vegas.

Oct. 4-5. Advertising Research Foundation, 6th annual conference, Hotel Commodore, New York.

Oct. 9-13. Direct Mail Advertising Assn., 43rd annual convention, Americana Hotel, Bal Harbour, Fla.

Oct. 10-11. National Business Publications, Chicago regional conference, Ambassador East Hotel.

Oct. 12-15. Affiliated Advertising Agencies Network, annual meeting, Mountain Shadows Resort, Phoenix.

Oct. 12-15. National Newspaper Promotion Assn., Southern Regional Workshop, Phoenix Hotel, Lexington, Ky.

Oct. 13-14. National Assn. of Broadcasters, fall conference, Biltmore Hotel, Atlanta.

Oct. 13-14. American Assn. of Advertising Agencies, central region annual meeting, Ambassador West Hotel, Chicago.

Oct. 13-15. Junior Panel Outdoor Advertising Assn., annual convention, Hilton Hotel, Pittsburgh.

Oct. 13-15. Pennsylvania Newspaper Publishers' Assn., annual convention, Penn Harris Hotel, Harrisburg.

*Oct. 13-15. Mutual Advertising Agency Network, national meeting, Bismarck Hotel, Chicago.

Oct. 14-15. Northwest Daily Press Assn., Hotel Normandy, Minneapolis.

Oct. 14-16. Midwest Intercity Conference of Women's Advertising Clubs, Sheraton Towers, Chicago.

Oct. 16-17. Texas Assn. of Broadcasters, fall convention, Sheraton-Dallas Hotel, Dallas.

*Oct. 16-17. Advertising Managers Bureau, New York State Dailies, fall meeting, Hotel Syracuse, Syracuse.

Oct. 16-18. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 16-19. American Assn. of Advertising Agencies, western region annual convention, Hotel del Coronado, Coronado, Cal.

Oct. 17. New England Newspapers Advertising Bureau, 23rd annual meeting, Hotel Statler-Hilton, Boston.

Oct. 17-18. 32nd annual Boston Conference on Distribution, Hotel Statler Hilton, Boston.

Oct. 17-18. Agricultural Publishers Assn., annual convention, Advertising Club of New York and Hotel Biltmore.

Oct. 18-19. National Assn. of Broadcasters, fall conference, Sheraton-Dallas Hotel, Dallas.

Oct. 18-21. National Assn. of Educational Broadcasters, annual convention, Jack Tar Hotel, San Francisco.

Oct. 19. Educational clinic co-sponsored by Associated Business Publications and American Assn. of Advertising Agencies, Hotel Commodore, New York.

Oct. 19-21. Audit Bureau of Circulations, annual meeting, Biltmore Hotel, New York.

Oct. 20-21. National Assn. of Broadcasters, fall conference, Mark Hopkins Hotel, San Francisco.

Oct. 22-26. National Newspaper Promotion Assn., central regional convention, Sheraton Towers Hotel, Chicago.

Oct. 24-25. National Assn. of Broadcasters, fall conference, Denver Hilton Hotel, Denver.

Oct. 27-28. National Assn. of Broadcasters, fall conference, Fontenelle Hotel, Omaha.

Oct. 30-Nov. 3. Financial Public Relations Assn., 45th annual convention, Hotel Statler-Hilton, Boston.

Nov. 1-3. Point-of-Purchase Advertising Institute, 14th annual symposium and exhibit, New York Coliseum.

Nov. 2-3. American Assn. of Advertising Agencies, eastern region annual conference, Biltmore Hotel, New York.

Nov. 13-16. Assn. of National Advertisers, annual meeting, The Homestead, Hot Springs, Va.

Nov. 14. National Business Publications, San Francisco regional conference, Jack Tar Hotel.

Nov. 14-15. National Assn. of Broadcasters, fall conference, Statler Hilton Hotel, Washington, D. C.

Nov. 14-16. Broadcasters' Promotion Assn., annual convention, Sheraton Charles Hotel, New Orleans.

Nov. 14-16. Southern Newspaper Publishers Assn., 57th anniversary convention, Boca Raton Hotel and Club, Boca Raton, Fla.

Nov. 16. Associated Business Publications, fall conference, Hotel Ambassador, Chicago.

Nov. 16-18. Television Bureau of Advertising, annual meeting, Waldorf-Astoria, New York.

Nov. 17. National Business Publications, Los Angeles regional conference, headquarters to be announced.

Nov. 18-19. Advertising Federation of America, 8th District conference, Holiday Inn, Madison, Wis.

Nov. 21-22. National Assn. of Broadcasters, fall conference, Edgewater Beach Hotel, Chicago.

Nov. 28-29. National Assn. of Broadcasters, fall conference, Biltmore Hotel, New York.

Nov. 30. American Assn. of Advertising Agencies, east central region annual meeting, Statler Hilton Hotel, Detroit.

Dec. 13. Assn. of National Advertisers, workshop on "Gaining Sales Force and Trade Support for Your Promotional Program," The Plaza, New York.

Dec. 28-30. American Marketing Assn., winter conference, Coronado Hotel, St. Louis.

Jan. 15-18, 1961. Newspaper Advertising Executives Assn., Edgewater Beach Hotel, Chicago.

Jan. 19, 1961. Assn. of National Advertisers, Workshop on Advertising Evaluation, Plaza Hotel, New York.

March 2, 1961. Associated Business Publications, winter conference, Hotel Roosevelt, New York.

March 12-17, 1961. Associated Business Publications, management seminar, Arden House, Harriman, N. Y.

March 26-30, 1961. National Business Publications, annual spring meeting, El Mirador, Palm Springs, Cal.

May 4-6, 1961. Associated Business Publications, spring meeting, The Homestead, Hot Springs, Va.

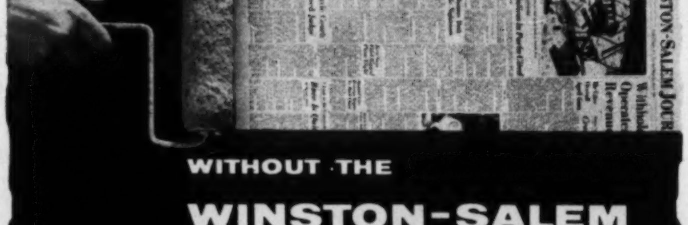
May 21-24, 1961. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

June 19-21, 1961. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

July 9-12, 1961. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

Oct. 6-9, 1961. Mail Advertising Service Assn., annual convention, Hotel Statler, New York.

YOU CAN'T COVER
NORTH CAROLINA



WITHOUT THE
WINSTON-SALEM
JOURNAL AND SENTINEL

. . . because the Journal and Sentinel not only deliver over 100% penetration in the Winston-Salem metropolitan area but also offer over 70% penetration in an important 11-county trading area. Nothing else covers this area like North Carolina's COLORACTION newspapers—the Journal and Sentinel. Published morning, evening and Sunday. Combined daily circulation 108,617. National Rep., Kelly-Smith Co.

Schenley Boosts Yaffa

Lawrence Yaffa has been named national general sales manager of Schenley Import Co. and has been elected a director and vp of both Schenley Import and Schenley's Dubonnet Wine Corp. He was formerly eastern division manager for Schenley Import.

U. S. Couple Settles in Amsterdam, Combines Ad Business with Showbiz

AMSTERDAM, Sept. 6—A young American advertising-oriented couple has made the long leap into show business here, producing the only English-language revue in Europe, virtually with one foot in an agency and the other planted firmly on the stage.

Two years ago Jack and Jill Lardis came to Amsterdam from Detroit on their honeymoon. They fell under the spell of the Dutch moon and decided to stay. Mr. Lardis had been a free lance commercial artist, his wife a copywriter.

Mr. Lardis found a job starting in the art department in the newly opened branch of J. Walter Thompson Co. in Amsterdam, and his wife discovered Holland. The only thing she missed from back home was the New York theater—and, as she explained, without the sense to know it was impossible, she decided to open an English-language theater in this city of 900,000 Dutchmen—most of whom speak English nearly as fluently as their native tongue.

▪ "I went to travel agencies and hotels for backing—all the biggest advertisers," Jill Lardis said. "But I found there are no angels in this country with money for the theater."

She got her promotion across the hard way—knocking on about 150 doors—to be turned down by hard-headed Dutch business men, many of whom said, "If you get the money, come back."

Finally, with the backing of some of the country's leading advertisers—KLM Royal Dutch Airlines, Heineken's Brewery, Holland-American Line, Amstel Brewery, the National Tourist Office and the Amsterdam Tourist Office—and $2,500 of the Lardis' own savings, they opened their first revue, "Going Dutch," at the 245-seat Bellevue Theater in June, 1959, at a cost of $10,000.

Jack worked days at the agency and nights at the theater—helping with the production in the two-hour revue. Jill sold ads for the program; Jack did the layouts and artwork when necessary. (The book has now grown to 24 pages, loaded with ads).

Playhouse International, headed up by its hep young agency pair, took "Going Dutch" on a tour of the Middle East—Iran, Saudi Arabia and Bahrain—where it played to American and English oil camps this spring.

▪ And the second edition of the revue, "Going Madly Dutch," opened at the Bellevue last June 24. The publicity-minded pair added another first to their theater—the only stage in Holland (and one of the few in all of Europe) with air conditioning.

Director of this year's witty, fast-moving revue is Britisher Maurice Browning, a refugee from the commercial art field. The cast of eight and the Lardises, all in their 20s, have a hit on their hands, performing two shows nightly to an assortment of international tourists, American business men and soldiers, and the Dutch audience.

The revue consists of two hours of skits, songs and dances, telling, for instance, of the difficulties a tourist encounters with the multi-lingual Dutch; how to avoid being clobbered by a bicycle; the perils of attending a male fashion show in Paris; what Little Nell really does behind the "Old Curiosity Shop" in London; the problems of the gay '90s belle whose admirers fill her slippers with champagne ("Damp Shoes"); and what the typical tourist tries to smuggle home through customs—souvenirs including a bust of Beethoven with a built-in hearing aid, and a handful of sand personally collected from the navel of an Egyptian belly dancer.

▪ The show's running in the black this year, thanks in part to the help of most of Holland's top advertisers. #

Insurance Sold in N. Y. Subway

Mutual of Omaha has installed a booth inside the subway station at Grand Central, New York, selling accident insurance at 50¢ weekly for a $10,000 policy. If the first booth is successful the company said it would open additional booths in the future.

IN ENGLISH
GOING DUTCH
ETS ON SALE HERE

JACK & JILL—*The hard-working, "madly Dutch" Lardises, posed with a poster for their initial, and unique, English-language musical.*

Becton, Dickinson Tells Facts About Fever

Becton, Dickinson & Co., Rutherford, N. J., thermometer manufacturer, entering its first consumer campaign this fall (AA, June 13), will distribute through drugstores more than 1,000,000 copies of an educational booklet, "Facts About Fever." R. S. O'Neil, Becton advertising manager, said the booklet fills a gap "since surprisingly large numbers of people misinterpret the significance of fever, and many don't know how to use or read a thermometer."

Moore-Cottrell Boosts Alexander Lieb to VP

Moore-Cottrell Subscription Agencies, Philadelphia, a wholly owned subsidiary of Curtis Publishing Co., has promoted Alexander D. Lieb from assistant general manager to vp and general manager. He succeeds Chester K. Hoffman Jr., who died July 5.

MEET THE WOMAN IN THE TEAM AT THE TOP!

"Mrs. Hope Borows, my personal secretary, is an important part of our organization," says Irving Rossman, President, Pentron Sales Co., Inc., Chicago, Ill. "She orders all office supplies and selects office equipment. She's even contributed to the color and styling of our Pentron tape recorder units!" The modern secretary's a vital part of the management team. Especially when it comes to the selection of office products. If you sell office equipment, furniture or supplies, you'll want to advertise in the secretary's own magazine—TODAY'S SECRETARY. It's the only publication reaching a nation-wide paid circulation of secretaries in business and training. 145,000 subscribers, plus 345,000 pass-along readers monthly, look to TODAY'S SECRETARY for the latest information on office equipment. It's the key medium for selling these influential women. Phone or write for Fact File on TODAY'S SECRETARY and the secretarial market.

TODAY'S SECRETARY

...the magazine that sells the secretary – sells the boss

A GREGG-McGRAW-HILL PUBLICATION • 330 WEST 42ND STREET, NEW YORK • LONGACRE 4-3000

TODAY'S SECRETARY

THESPIANS—*Three Walshes appear in this scene from "Medea": Bob (left), son Eric (on one foot) and Ruth (right).*

ON LOCATION—*Adrian Walsh discusses a forthcoming shot with an actress in the course of filming a tv commercial on location.*

Versatile Adman . . . Robert V. Walsh

Actor, writer, director, speaker and church lay worker are among the after-work roles of Robert V. Walsh, vp and director of radio and television at VanSant, Dugdale & Co., Baltimore's largest agency.

At the end of his work at the agency, in which he directs others in the writing and performing advertising arts of radio, television and films, Bob Walsh is likely to head for an amateur acting workshop, there to engage in one of his hobbies—the stage.

He has played a variety of stage roles, ranging from modern comedy to Greek tragedy. He also produces and directs shows.

Or, he may spend the evening directing or narrating a program in connection with some civic or public service project, such as the one he has just completed on nurse recruitment for the Baltimore city hospitals.

■ Acting is a family affair with the Walshes. Bob and his wife, the former Ruth Lawson, met when they were both on the staff of WJIM, Lansing, Mich., radio station, and did a regular show together called "Lawson & Walsh." They continued to work as a team in Clarksburg, W. Va., where they helped found a little theater.

Both the Walshes are members of the Vagabonds, oldest little theater amateur group in the U. S. Currently they are active in productions of the Johns Hopkins University Playshop. They have done readings—together and separately—for the playshop which, in cooperation with WITH-FM and the Enoch Pratt Library, records these and makes them available for use on educational fm stations all over the nation.

Last year, the family acting troupe included nine-year old son, Eric, who made his debut in the John Hopkins production of "Medea."

■ Bob Walsh's speaking voice and acting ability have taken him into still other fields. He has often spoken for the United Nations Assn. of Maryland, of which he is a member of the board of directors, and has just finished a series of television appearances in connection with this organization's program. After addressing a Maryland UN meeting jointly with Mr. Walsh recently, Eleanor Roosevelt wrote in her syndicated column: "Bob Walsh made an appeal for members that was one of the best presentations I have ever heard."

Probably the most important use of his vocal talent, in Bob's opinion, is his relatively new function in the ecclesiastical field. He is a recently licensed lay reader in the Episcopal Church, and frequently helps with services at the church which his family attends.

POST-SERVICE—*Lay reader Walsh (left) and Rev. Charles Danner greet congregation members as they leave the Chapel of the Holy Comforter, Lutherville, Md.*

SINGING COMMERCIAL—*In a recording studio, adman Walsh (second from right) listens as the "Music Makers" record a commercial.*

Two Join 'House & Home'

Arthur F. Neumann, formerly with *Volume Feeding Management*, and William B. Toulouse, formerly with Monsanto Chemical Co., have joined the eastern sales office of *House & Home*, New York.

Selover Joins Clevite Transistor

John L. Selover, formerly an account executive with Wyman Co., San Francisco, has been named supervisor of advertising and sales promotion for Shockley transistor unit of Clevite Transistor Co., Palo Alto.

In EDEN PARK with
the DORSEY BAND
. . . or ANYWHERE

Of all the folks you see,
from ABC Cincinnati . . .

7* OUT OF 10

read the

CINCINNATI POST TIMES-STAR

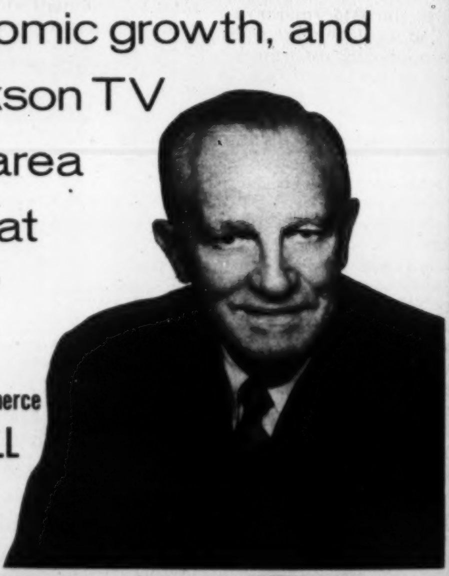
**B. L. Schapker Market Research*

Total ABC circulation, the largest daily in Cincinnati history . . .
273,148

The Newspaper that Spends the Evening with Almost **1,000,000** *Readers*

ROBERT K. CHANDLER
Manager, General Advertising Department
★
Represented by
The General Advertising Department
SCRIPPS-HOWARD *Newspapers*

"America looks to the South for economic growth, and the Jackson TV market area leads that growth."



Past President,
U.S. Chamber of Commerce
BOYD CAMPBELL
Pres., Mississippi School Supply

WJTV Katz **12** **WLBT** Hollingbery **3**

Serving the Jackson, Miss., Television Market

or the meat-and-potato man'
t your house...
Libby's
BEEF STEW

BEEF STEW—*Libby, McNeill & Libby will launch a new push for its beef stew with full color ads like this one in Sept. 11 issues of Parade, This Week Magazine and True Story. Tatham-Laird, Chicago, is the agency.*

Haloid Queries Agencies on 'If & When' Basis

It's Planning 1 to 5 Years Ahead; for Now It's Pleased with Hutchins

ROCHESTER, Sept. 9—Haloid-Xe-ox is engaged in lining up "fu-ure" agency prospects.

Just before Labor Day William N. Hesketh, manager of advertis-ng and sales promotion, asked a umber of agencies to fill out a uestionnaire, at the same time xplaining that the company re-arded its present agency, Hut-hins Advertising Co., as having lone "an outstanding job for us."

The reason for the agency earch, Mr. Hesketh wrote, was hat rapid growth of Haloid-Xerox night mean "our present agency annot fully satisfy our needs on ll product lines," and future ac-uisitions might mean conflicts vith accounts now handled by Hutchins.

The agency problem was placed n the future—"We are planning ne to five years in advance." Present space billings are $500,-00, Mr. Hesketh said.

Agencies were then asked to fill n a 12-point questionnaire two nd one-half pages in length. They vere asked about their ownership; vhether they had merged; about five-year record of billings in the J. S. and abroad; and what pro-ortion of their billings originated n branch offices, by office.

They were asked what accounts hey had in the reproduction or opying equipment field, in gen-ral office equipment, in data pro-essing equipment, in photograph-c or photocopy products.

They were asked for propor-ionate billings of offices, and for ercentages of total billing, by of-ices, in 12 media.

Agencies were also asked for an rganization chart; for summaries f the backgrounds of their offi-ers, department heads, account upervisors and other key person-el. They were asked how many mployes they had; how many in ach office; and to divide them by epartments and function within he agency.

Mr. Hesketh, reached by ADVER-ISING AGE, said he regarded the natter as confidential, and indi-ated that it was an attempt to uild a future file on the agency usiness. He reemphasized that Haloid's present agency knew of he questionnaire. #

California Body Rules Utilities May Increase Ads

SAN FRANCISCO, Sept. 8—The California Public Utilities Commission, which last year criticized the Southern Pacific Railroad for what it considered failure to advertise adequately (AA, March 23, '59), has paved the way for increased advertising by two of the gas companies it regulates, Southern California Gas Co. and Southern Counties Gas Co.

In a hassle between the commission's own staff and the gas companies, it turned down a staff request for a 25% ($2,500,000) cut in the amount of advertising chargeable to the companies' rate bases. Then it went on to increase the chargeable amount by 5% more than last year—a figure somewhat below the amount requested by the companies.

In overruling its staff the commission did not limit the total amount either company might spend on advertising, but, for rate making purposes, it permitted the expenditure of $9,650,000 as a chargeable expense.

▪ Last year the two companies, clients of the Los Angeles office of McCann-Erickson, spent $9,102,222 on advertising and sales promotion. Thus the commission granted $547,778 more than was spent in 1959, but $408,000 less than the two companies had proposed in budgets presented at public hearings.

During these hearings, Victor M. Martin, an associate utilities engineer on the commission's San Francisco staff, was critical of the two gas companies for "spending too much money on promotion."

Commission member C. Lyn Fox, onetime political editor of the *San Francisco Call-Bulletin*, in turn criticized Mr. Martin, as well as commission attorneys, for "intemperate and improper discussions of sales promotion costs" in briefs presented during the lengthy public hearings.

▪ "It is most unfortunate," Mr. Fox declared, "for engineers to invade areas other than those of engineering activities. Briefs presented during this case by innuendo attempted to besmirch the applicants.

"They also attempted to accuse hundreds of California newspapers of efforts to coerce the commission and intimated that newspaper opposition to staff recommendations was for pecuniary reasons other than honest disapproval of the invasion by staff engineers of fields beyond their legitimate sphere."

Commissioner Fox's reference to newspapers resulted from widespread support California newspapers gave to the gas companies. #

Pillsbury to Mark 90th Anniversary in Its Advertising

MINNEAPOLIS, Sept. 8—Pillsbury's 90th anniversary year ad campaign kicks off this month, spearheaded by a 1,000-line ad to run in more than 800 newspapers.

The newspaper ads will promote the 36 Pillsbury products and premium offers, including coupons, two-for-one sales and silverware.

▪ The anniversary sale will also be mentioned on the company's network tv shows during September and October, and in magazine ads running during the two-month period. Spot tv is also scheduled.

Leo Burnett Co., Chicago, is handling the anniversary promotion. #

Last Minute News Flashes

Brantford Coach, Eaton Unit Shift to Walsh

TORONTO, Sept. 9—Brantford Coach & Body Ltd. and the mail order division of Eaton Co. of Canada have awarded their advertising accounts to Walsh Advertising Co. Brantford Coach, whose account is estimated to bill about $50,000, had been looking for an agency for about three months, ever since MacLaren Advertising Co. resigned the account. Eaton, which had been at Crombie Advertising, is the largest department store in Canada.

ABC Drops Rule Halting Reporting of Free Copies

CLEVELAND, Sept. 9—The board of directors of Audit Bureau of Circulations today killed a rule to eliminate all reference to unpaid distribution from ABC publishers' statements and audit reports for business publications. The board, which approved the rule at a meeting three months ago (AA, June 27), instructed its business publication marketing services committee to prepare some alternative proposals for reporting of business publication circulations in time for the next board meeting, set for Oct. 19 in New York. *(For other news of the ABC meeting, see stories on Pages 3 and 10.)*

AFA Opens 'Local Legislator Liaison' Drive

NEW YORK, Sept. 9—Advertising Federation of America—convinced that advertising's detractors are mostly politicians and "their misguided advisers"—is enlisting its affiliated clubs in a "local legislator liaison" campaign aimed at "selling state and federal legislators on the necessity of maintaining an unfettered, 'hamstringless' ad industry."

Irish Tourism to De Garmo; Other Late News

• **Irish Tourist Office** has appointed deGarmo Inc., New York, to handle its advertising, with a new four-color magazine campaign breaking next month "to make American tourists as conscious of the unique peaceful excitement and scenic beauty of Ireland and her people as they are of the already highly promoted 'gaiety' of France, 'romance' of Italy and 'traditional dignity' of England." Caples Co. is the previous agency.

• **Don Kemper Co.** has named Robert E. Johnson, formerly an account executive with Grant Advertising, an account executive in Kemper's New York office and Searle D. Draper, formerly merchandising manager of *Family Weekly*, an associate account executive in the Chicago office.

• **Wallace Silversmiths,** Wallingford, Conn., will feature its Grande Baroque pattern during November in a ten-page ad section in *Coronet*, a three-page ad in *House Beautiful* and fractional pages in *Glamour, House & Garden, Living for Young Homemakers, Mademoiselle, The New Yorker* and *Vogue*. Grey Advertising is the agency.

• **Sports Illustrated,** New York, has named George Trescher, previously merchandising manager, to the new post of advertising promotion director; William Scherman, formerly ad promotion manager, to be associate ad promotion director; and Robert Hughes to succeed Mr. Scherman.

• **Upjohn Co.,** Kalamazoo, ethical drug producer, decided this week to stop publication of "Scope," its weekly newspaper for physicians, effective at the end of 1960 or early in '61. "Scope" is produced by Physicians News Service, affiliate of William Douglas McAdams Inc., the Upjohn agency. Upjohn's annual budget for "Scope" is an estimated $1,500,000.

• **Maxon Davis** has resigned as vp and account supervisor at Sudler & Hennessey. An ethical drug account man, Mr. Davis joined the agency Jan. 1. He was formerly with McCann-Erickson and William Douglas McAdams Inc.

• **Young & Rubicam,** New York, which in the past has made a number of unorthodox broadcast buys for its clients, may be responsible for the first weekly feature movie network series, if talks now going on between NBC-TV, Y&R and 20th Century-Fox prove fruitful. The deal calls for a number of Y&R clients to be slotted in the two-hour post-'48 movies, to be carried Saturday nights. Possible starting date: January, 1961, or later—after the first casualty lists of the season are in.

• **Charles L. Roehm** has been named advertising manager of *Ward's Automotive Yearbook*, Detroit. Most recently national ad manager of the *F.T.D. News*, he also was with Campbell-Ewald Co. for 10 years.

• **Charles E. Hires Co.,** Philadelphia root beer marketer, has named Theodore W. Prescott to the new post of vp, marketing. He formerly was with N. W. Ayer & Son, Chicago, as supervisor of advertising and marketing services for Armour consumer products. Before that he worked on the Hires account from Ayer's Philadelphia office.

• **Foote, Cone & Belding,** Chicago, has added three merchandising supervisors: Edwin Brunst, formerly with Young & Rubicam; Robert Moore, previously with Marshall Field & Co.; and Dan Baumle, formerly with Procter & Gamble.

• **Burny Bros.,** Chicago baker with 57 retail outlets, has named Henri, Hurst & McDonald, Chicago, to launch its first heavy campaign. Initial drive will be b&w and four-color newspaper ads. Burny said the account probably will bill more than $100,000. The bakery also plans to open "from 30 to 50" more outlets next year. Fred C. Kenline & Associates has in the past handled some ad assignments for Burny.

• **Martin Sherwin,** formerly on the advertising staff of *Simplicity Pattern Magazine*, has been named advertising director of *Modern Miss Foods*, and *Modern Teacher Foods*, new home economics quarterlies to be published by Simplicity Patterns Co. next February.

• **Allan Clark,** vp and copy director of D'Arcy Advertising Co., St. Louis, has been transferred to the agency's Chicago staff. His move is part of a planned expansion, because of the recent acquisition of American Oil Co., subsidiary of Standard Oil Co. (Ind.), and Turtle Wax Inc.

• **Wellington-Walker Ltd.,** Prescott, Ont., has awarded the advertising accounts of Wellington and Hathaway shirts to Ogilvy, Benson & Mather, Toronto, effective immediately. The account formerly was handled by the Montreal office of Stanfield, Johnson & Hill.

Ciba Scraps TV Show for MDs After AMA Kicks

NEW YORK, Sept. 9—Ciba Pharmaceutical Products has scrapped its plans for an open-circuit television program for doctors because of objections by the American Medical Assn.

The AMA told Ciba that the proposed program would represent a "dangerous precedent," ADVERTISING AGE learned.

Ciba, Swiss-owned chemical and ethical drug producer, had already placed an order with National Broadcasting Co. for a 15-minute network program scheduled to begin on Sunday afternoon Oct. 30 (AA, Aug. 29).

▪ The AMA reportedly ruled that it would be an unwise move to present a strictly medical program on open-circuit time, when the general public would be able to tune in.

Ciba is, of course, not bound by AMA policies, but in view of the association's position in the medical field the drug company will abide by the ruling.

The AMA position did take Ciba by surprise. The company tested this program on four local stations last year, working with county and state medical societies and with the television committee of the AMA itself.

▪ However, AMA told ADVERTISING AGE that members of its staff warned Ciba and producers of the tv show last February that the show would not be acceptable to AMA.

AMA's principal objection to the show was the advertising of ethical drugs over a medium beamed to the general public, and the medical group felt the show would set a bad precedent. AMA also had some fears that the public might tie in the product advertised to whatever the medical discussion was on any particular day.

Ciba said its local station tests showed that even though the general public could watch, "the technical language and subject matter restricted the audience almost entirely to physicians and other health specialists."

▪ "This Week in Medicine," the proposed Ciba program, would have featured a worldwide summary of medical news and a film on some aspect of research, clinical medicine or surgery. It would also have carried commercial messages for Ciba's prescription drugs.

Sudler & Hennessey was packaging the program for Ciba. #

FTC Slates Meeting to Inform Business Men on Ad Honesty

WASHINGTON, Sept. 9—The Federal Trade Commission announced today that it is holding a meeting in Cincinnati Sept. 28 to familiarize business men with their responsibility to advertise honestly.

While the commission has held meetings for specialized trade groups in the past, the Cincinnati meeting will be the first where the commission staff has gone into an area to provide a briefing for the entire business community.

▪ Over 2,000 Cincinnati area business men have been invited to the Sept. 28 session. The Cincinnati Better Business Bureau is serving as host.

FTC Chairman Earl Kintner said the meeting is a "pilot operation." If it is successful FTC will schedule similar briefings elsewhere. #

Prices Rise as Frustrated Investors Vie for Smaller-Market TV Stations

(Continued from Page 1)

competing applicants for the same station or buy into stations already on the air. It was a wild atmosphere. In many cases speculators nabbed valuable construction permits, then sold them to the highest bidder. Prices were in a state of flux because nobody was sure of the potential of the industry.

When the smoke cleared, the tv station lineup was much more firmly drawn. In many major markets buyers were left committed for years to come because return on the high price tag and depreciation were slow in materializing.

■ In contrast to the '50s, when speculators figured in many deals, Howard E. Stark, of New York, probably the top grosser in the business of selling stations, thinks most tv sales today are made to people who are in the business to stay.

In the early days, Mr. Stark says, people bought just to get into tv; now it's a matter of station owners trying to upgrade their list, or, if they have the capital, to expand their station holdings to the maximum number permitted.

The turnover has been slowed, he believes, by the fact that there aren't enough stations in the first 25 markets to go around.

Most other brokers also feel that the only place left to turn is the smaller markets. William T. Stubblefield, a tv-radio management consultant in Washington, explained to ADVERTISING AGE that there's just as much money around, but there are also two buyers for every seller. He said investors searching for smaller markets—the 60th to the 150th—will eventually force prices to spiral at a faster rate than in the larger markets.

■ Joseph M. Sitrick, of Blackburn & Co., Washington radio, tv, and newspaper broker, pointed out that in tv there isn't much opportunity to trade up because the higher markets are already saturated. The tv business will open up and operate more like radio, he said, if and when it's possible to build stations in small markets and run them inexpensively.

"Most of the operators we know want to buy more stations," Mr. Sitrick said, "but we have to tell them they're just not available."

■ If the Federal Communications Commission decides to switch over to uhf channels in the next 10 or 15 years, Mr. Sitrick believes the move will reduce the value somewhat of large market vhf's.

Although he conceded that new stations will probably jump into the major markets, Mr. Sitrick pointed out that the three-network setup, with "not much prospect for a fourth," makes it economically unfeasible for expansion in the big cities. "There are very few independents making out right now," he told AA.

The medium markets will catch the brunt of the expansion, Mr. Sitrick maintains. Since the uhf signal just won't stretch into areas now served by the big city vhf stations, he explained, the medium markets will take on an added attraction to advertisers anxious to maintain mass coverage.

■ Howard W. Gross, vp of Howard S. Frazier Inc., Washington, said that although the first ten markets are static, there will always be turnover in other markets. He pointed to the "volatile" trading of the film companies to back up his contention.

(In one of the largest tv station sales of the year, National Theatres sold WDAF-TV, Kansas City, to Transcontinental Properties for $10,000,000. The transaction was handled by Mr. Stark and represented his biggest single-station deal.)

Ray V. Hamilton, of Hamilton-Landis & Associates, Washington, thinks that tv prices are reaching a plateau, yet is skeptical of any talk of reduced trading, even in the biggest markets.

He said prices have hit their peak and are leveling off because the return on an owner's investment looks paltry when it's put up against today's sky-high prices.

■ For instance, earnings of $300,000 a year might have seemed a good return when a station was valued at $1,000,000, Mr. Hamilton pointed out, but the balance sheet doesn't look quite as appealing after the station sells for $3,000,000; the return has dropped off from 30% to 10%.

Mr. Hamilton predicts that there will always be enough "distressed tv properties" around to liven up trading in even the biggest markets. Three out of seven stations in Los Angeles are said to be losing money.

■ During the first eight months of this year, 21 tv stations changed hands—from Kansas City and Los Angeles to Fairbanks, Alaska, and El Dorado, Ark. Seven had been sold at least once before. Prices sometimes jumped several hundred thousand dollars in a couple of years. For instance, WTVH, Peoria, Ill., sold for $200,000 in 1954, went for triple that amount in 1960.

Brokers list several reasons for selling. The initial reason, according to Mr. Frazier, is to take advantage of capital gains opportunities.

A second reason is depreciation, which increases earnings possibilities of newly purchased stations. When the depreciation potential of the station runs out, it gives owners a special reason to put their stations up for sale.

■ However, Internal Revenue Service has ruled that neither the station's license nor its network contract has a "determinable life." This ruling is being resisted by Westinghouse, but, if it sticks, it will greatly reduce owners' opportunities to recoup investment through depreciation.

IRS decided that both assets are intangible, even though the license runs for a definite three-year period. In a revenue ruling in 1957, it held that since the Federal Communications Commission doesn't ordinarily turn down license renewals, the FCC grant is actually for an indeterminate time.

A third reason for selling is to improve a multi-station owner's competitive position by trading up to a bigger market, Mr. Frazier explained.

■ Multiple ownerships provide a stronger foothold in the business, he pointed out, because (1) the costs of promotion are split among the stations; (2) one national sales representative can serve all the stations in the chain, and (3) film costs are lower because the same film makes the rounds at lower rates.

Also mentioned as an advantage of multiple ownerships is the stability these stations enjoy as network affiliates. Some multiple owners established in strategic markets accrue so much bargaining power that they're able to talk back to the networks.

A study prepared for a client of the Frazier company by Checchi Co., Washington consulting economist, provided extensive insight into tv selling prices.

Examining 76 tv sales contracts from 1956 to 1959, they found seven factors which influenced price: National minute spot rate; network hourly rate; fixed assets; annual gross revenue; earnings; cash flow (profit after taxes, plus depreciation and amortization); and market size, called tv circulation (station dollar value per year to each family).

■ Although these correlations represent solid values, often the price tag is influenced by uncharted factors. Mr. Frazier admitted that inflation, good management, growth of the market, effective promotion, improvement in station ratings, and multiple ownerships are other elements that combine to boost the price of tv stations.

Mr. Frazier pointed out that 1954-'58 was a period of rapid growth in tv set ownership and believes that now most markets have started reaching the set saturation point; 90% saturation is considered practically a ceiling. #

Stations Changing Hands Twice or Oftener

Station	1st Sale	2nd Sale	3rd Sale
KBAK Bakersfield, Cal.	Sheldon Anderson sold 51⅔% control of tv & radio stations to San Francisco Chronicle for $85,000 in 1953.	Chronicle became 97½% owner by purchasing minority interests in 1954.	Chronicle sold station to Reeves Broadcasting & Development Co. for $850,000 in 1960.
WCHS Charleston, W. Va.	Capital TV Inc. sold 40% to Tierney Co., increasing stock to 100%, for undisclosed sum in 1957.	Tierney Co. sold station to Rollins Telecasting for $3,000,000 in 1960.	
WTVP Decatur, Ill.	Shellabarger & Assoc. sold station to George A. Bolas for $525,000 in 1958.	Bolas sold station to Metropolitan Broadcasting Co. for $600,000 in 1960.	
WHCT Hartford, Conn.	General Teleradio sold station to CBS for $650,000 in 1956.	CBS sold to Edward D. Taddie & Associates for $250,000 after CBS took station off air in 1958.	Taddie sold to RKO General's Phonevision Co. for $900,000 in 1960.
WDAF Kansas City, Mo.	Kansas City Star sold WDAF tv-radio to National Theatres Inc. for $7,600,000 in 1958 in compliance with govt. anti-trust consent decree.	National Theatres sold stations to Transcontinent TV Corp. for $9,750,000 in 1960.	
KFEQ St. Joseph, Mo.	Barton Pitts sold KFEQ radio-tv to Kenyon Brown-Bing Crosby Group for $750,000 in 1955.	Sold by Brown-Crosby along with radio KFEQ to Jesse D. Fine for $841,091 in 1957.	Fine sold KFEQ radio-tv, radio KLIK Jefferson City, Mo., to Connie B Gay for $1,850,000 in 1960.
WJDM Panama City, Fla.	96% sold by J. D. Manly to Mal Wheeler for $60,000 in 1957.	Wheeler sold station to Herald Publishing Co. for $340,000 in 1960.	

TV Station Sales

First Eight Months of 1960

Bakersfield, Cal., KBAK (tv): purchased by Reeves Broadcasting and Development Corp. in August from San Francisco Chronicle for $850,000, plus $250,000 in obligations (FCC approval pending).

Charleston, W. Va., WCHS (tv and radio): purchased by Rollins Telecasting Inc. in July from Tierney Co. for $3,000,000 (FCC approval pending).

Danville, Ill., WDAN (tv): purchased by Plains Television Corp. in June from Gannett Publishing Co. for $75,000 (approved by FCC in August).

Decatur, Ill., WTVP (tv): purchased in January by Metropolitan Broadcasting Corp. from Prairie Television Co. for $600,000 (FCC approval pending).

Duluth, KDAL (tv and radio): purchased in August by Chicago Tribune's WGN-TV from Red River Broadcasting Co. for $3,300,000 (FCC approval pending).

Eldorado, Ark.-Monroe, La., KTVE: purchased in June by Washington real estate operator William H. Simon, husband of the late ex-FCC Commissioner Frieda Henning, from Arkansas-Louisiana Television Co. for $1,100,000. Mr. Simon sold an 80.6% interest in the station to Veteran Broadcasting Co. for $531,000 in July.

Eureka, Cal., KVIQ: purchased in February by Carl R. and Leah McConnell from Carol R. Hauser and Shasta Telecasting Corp. for $83,472 (approved by FCC in June).

Fairbanks, KFAR (tv and radio), **KENI-tv** and radio, Anchorage,: purchased in February by All-Alaska Broadcasters from Midnight Sun Co. for $1,200,000 (approved by FCC in March).

Fargo, N.D., WDAY (tv and radio): 55% purchased in June by Fargo Publishing Co. from E. C. Reineke for $900,000 (approved by FCC in August).

Fort Worth-Dallas, KFJZ (tv): purchased in May by NAFI Corp. from Texas State Network for $4,000,000 (FCC approval pending).

Great Falls, Mont., KFBB (tv): purchased by KFBB Corp. in January from Wilkins Broadcast for $616,000 (approved by FCC in February).

Hartford, WHCT (tv): purchased in April by RKO General's Phonevision Co. from Capitol Broadcasting for $900,000 (approved by FCC in June).

Kansas City, WDAF (tv): purchased in May by Transcontinent TV Corp. from National Theaters and TV Inc. for $9,750,000 (FCC approved in July).

Madison, Wis., WKOW (tv and radio): purchased in August by Midcontinent Broadcasting Co. from Monona Broadcasting Co. for $925,000 (FCC approval pending).

Panama City, Fla., WJDM (tv): purchased in May by Herald Publishing Co. from Mal Wheeler for $340,000 (approved by FCC in July).

Peoria, Ill., WMBD (tv): purchased in March by owners of WCIA, Champaign from WMBD Inc. for $1,750,000 (approved by FCC in June).

Salinas-Monterey, KSBW (tv and radio) and **KSBY**: purchased by WKTV, Utica, N.Y. in March from Salinas Valley Broadcasting Corp. for $3,100,000 (FCC approval pending).

Shreveport, KSLA (tv): purchased by KSLA-TV Inc. in February from Shreveport Television Co. for $3,400,000 (approved by FCC in June).

St. Joseph, Mo., KFEQ (tv and radio): and **KLIK**, Jefferson City, Mo.: purchased in August by Connie B. Gay from Jesse D. Fine and Associates for $1,850,000 (FCC approval pending).

Weston, W. Va., KFBB-TV: 50% purchased in February by off-air WENS, Pittsburgh from Beacon Co. for $100,000 (FCC approval pending).

Yakima, Wash., KNDO (tv): purchased by Columbia Empire Broadcasting Corp. from Ralph Tronsrud in assets-for-stock agreement (FCC approval pending).

Standard Oil Runs Roto Insert in 'Chicago Tribune'

Standard Oil Co. (Indiana) ran a rotogravure insert Sept. 11 in the *Chicago Sunday Tribune* to present details of its heating comfort plan. The insert, a first for Standard, aims to promote recognition for Standard's American brand of oil and to promote a package home heating plan.

The supplement opens a fall drive scheduled for Chicago newspapers, tying in with a radio and tv campaign, a "get ready for winter" insert for rural publications, a mailing to credit card customers and fuel truck bumper strips. D'Arcy Advertising Co. is handling the drive.

Art Metal Names Aitkin-Kynett

Art Metal, New York, manufacturer of metal office furniture, has appointed Aitkin-Kynett Co., Philadelphia, to handle its advertising and publicity. Merrill & Anderson, New York, is the former agency.

Huddleston Joins Ferguson

Darrell Huddleston has joined Ferguson-Miller Associates, Tulsa, as an account executive. He formerly was an account executive of Keefe Advertising, Tulsa.

William O'Neil, 75, Builder of Empire in Tires, Stations, Dies

AKRON, Sept. 6—William F O'Neil, 75, co-founder and boarc chairman of General Tire & Rubber Co. and a noted exponent o business diversification, died o heart trouble at his home her Sept. 4.

Mr. O'Neil had suffered from heart ailment for some time anc last year turned over the presidency of his sprawling company to son, Michael.

Known to his associates as W. O. Mr. O'Neil worked briefly in hi father's businesses—a textile mil and an Akron department store—during and after his graduatio from Holy Cross College in 1907 He started west after developin symptoms of tuberculosis. But h got only as far as Kansas City where he teamed up with W. E Fouse in the tire business. They started as Firestone dealers anc then branched out into tire accessories.

By 1951 Mr. O'Neil was ready tc go into the tire manufacturin business. He returned to Akror and started General Tire, whick was to become one of the big five in the rubber industry and was tc provide the capital for expansior into any number of unrelatec fields. The General Tire empire now is spread out over 41 companies and affiliates here and abroad

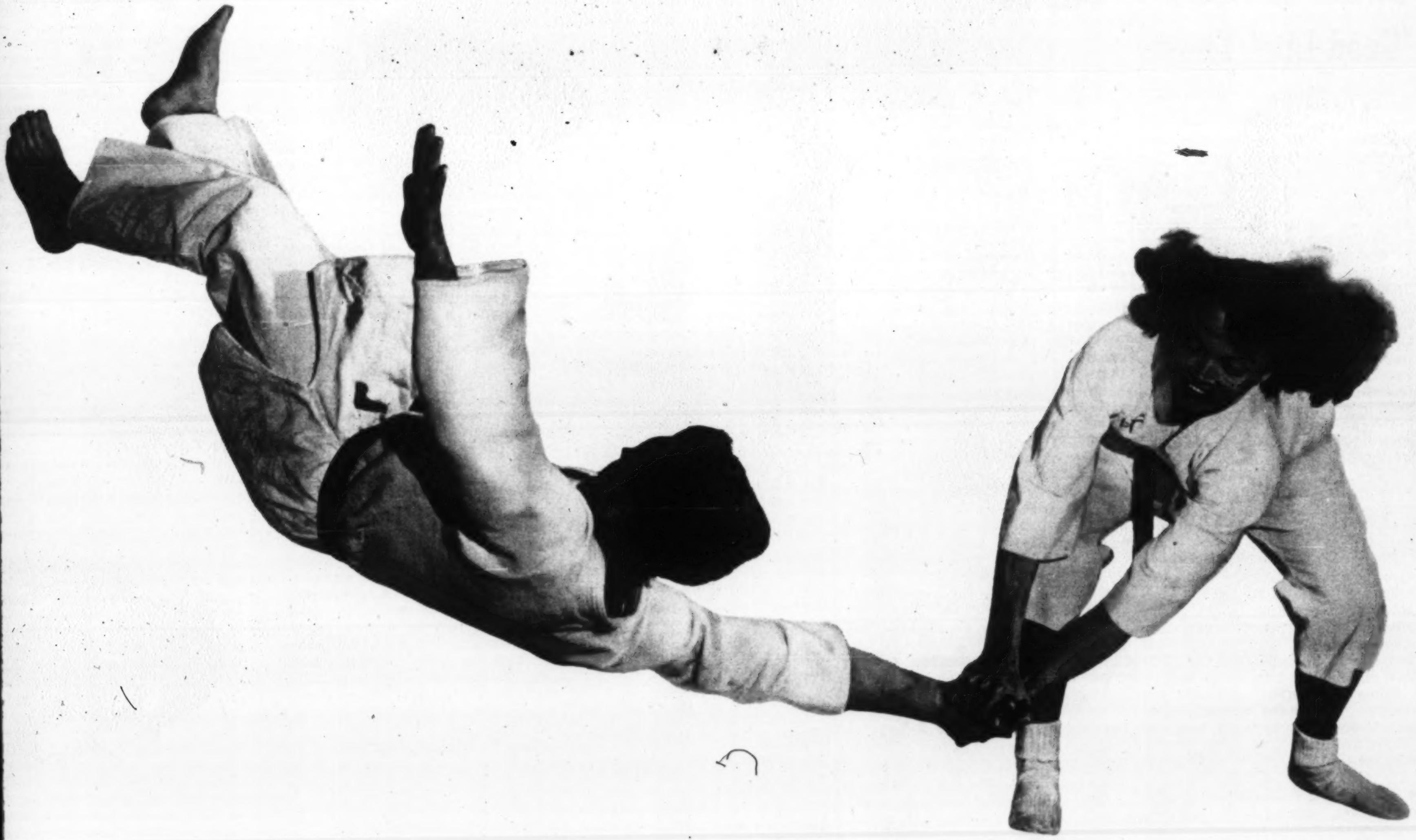
■ Among the company's major subsidiaries: RKO General, a combine comprising the old RKO Pictures, and the 12 Teleradio stations one of the country's most formidable broadcast groups; and Aerojet-General, which makes rocke propulsion systems for several o the U. S. missile projects. His sor Thomas, vice-chairman of Genera Tire and president and chairmar of RKO General, was largely responsible for the company's emergence as a big station owner. A third son also is associated with his father's business—John, whc is financial committee chairman of the company. A fourth son, William M., owns WSKP, Miami. #

Wedig Named Promotion Heac

R. A. (Rollie) Wedig has been named to the new post of promotion manager of the *Rocky Mountain News*, Denver. He formerly was appliance manager in the general advertising department and an account executive in the retail advertising department.

Waters Joins Lowenstein

Abe Waters, formerly with Riegel Textiles, has joined M. Lowenstein & Sons, New York, as a merchandiser of synthetic fabrics for the men's and boys' wear trades.



The unexpected twist, and why K&E sweats for it

It's our advertising judo. It's the secret weapon. It's the way a lean advertiser can topple his fat competition.

So, again and again, Kenyon & Eckhardt's Book of Creative Standards emphasizes the necessity of originality. One page is headed "Do it differently." It reads:

"When we urge you to strive for the un-usual and the un-commonplace, it is not because we want to show off our cleverness. It is because we do not want our product to be lost in the gray mass of mediocrity.

"To be imitative in this business is to court oblivion. To be provocative is to court an audience."

What better reason for the unexpected twist?

One of a series based upon the Kenyon & Eckhardt Book of Creative Standards.

The Good Life includes Four Roses

THE GOOD LIFE—*Four Roses Distillers Co. will use ads like this in a campaign being kicked off this month. Young & Rubicam is the agency.*

Four Roses Ads Switch to New 'Good Life' Theme

NEW YORK, Sept. 7—Four Roses whisky, long distinguished for its sophisticated advertising, is breaking into a new ad campaign this month to point up the slogan "The good life includes Four Roses."

The new campaign by Four Roses Distillers Co., the House of Seagram family member, marks one of the company's rare changes in the "line" it sells, and is only about the third theme-change in about 10 years.

Featuring sophisticated art treatment, the campaign had a tryout in the *New York Post* last week and in *Life* last month. The response was so encouraging, the company reported today, that it intends to hold to the theme for a long time, with only the usual seasonal lapses, such as at Christmas when topical advertising is the rule.

▪ Four Roses full-color ads will appear five times in *Life* from now through November, and four times in *Look*.

Plans call for ads in newspapers throughout the country. But this schedule depends on current negotiations aimed at persuading publishers to reduce their r.o.p. color minimum size requirements from 1,000 lines to 500- and 700-line units (AA, Aug. 15 et seq.).

Some newspaper publishers, the company said, have denied the request, others are in favor, and still others are waiting to see what the rest are up to.

▪ Four Roses will again go strong on posters, ranging from 24-sheets to traveling displays in prime markets. The company moved into the poster field in a big way a couple of years ago when the automobile strike made outdoor readily available.

Four Roses will use as many, or more, posters as it has in the past year, and it aims at achieving "double saturation intensity before Christmas."

The "good life" campaign features scenic settings showing couples picnicking by lakesides, relaxing on a sandy beach, and a quartet of fishermen celebrating the day's catch.

The company's traditional Four Roses motif figures strongly in every ad.

▪ According to Jack Kaduson, vp in charge of advertising and sales promotion, "changes in Four Roses" advertising approach are inevitably preceded by months and even years of study. "This in understandable when it is noted that average Starch Reports for Four Roses ads have historically run 50% to 100% higher than the average for the industry.

"Nevertheless, we are convinced that one of the reasons for the success of Four Roses advertising has been its continuing freshness."

He added that several months of study and field testing have indicated that the "good life" theme was ideally suited at this time.

Young & Rubicam, New York, is the agency. #

Industry Will Hike Investments for New Product Development

NEW YORK, Sept. 8—The nation's industry will hike its investments for the development of new products and processes by one-tenth this year, according to a survey of some 400 corporations representative of U.S. industry.

But the aim is "more results for the money rather than more money for results," according to Dr. Philip Marvin, American Management Assn. research and development division manager.

Dr. Marvin told some 30 corporation presidents attending an AMA development seminar at the Hotel Astor today that a mid-year survey by the association showed that 402 corporations representing 26 industry groups would step up their development budgets by 10.7% over the 1959 level.

Two-thirds have increased their budgets, 27% reported no change, and 7% cut their investment.

▪ Budget changes ranged from an average decrease of 11.8% in mineral and coal mining and 5.2% in publishing, to increases of 16.8% in electronics and 22% in miscellaneous machinery and parts.

Other leading industry increases are: Glass, stone and clay, 19.2%; plastics and molded products, 14.6%; public utilities, 14.3%; instruments and control equipment, 14%; and food and beverages, 13.1%.

The 402 corporations spent an average of 3.7% of 1959 sales for product development in 1959, the survey showed. Leading the field was electronics with 7.7%, followed by instruments and control equipment, 6.1%, and pharmaceuticals with 5.7%.

Dr. Marvin added: "Most companies don't know the actual cost of developing their new products—a cost which is a basic factor in making the most important decisions a manager must make—decisions about the future. This ignorance leads to waste." #

Lumber Group Offers Retail Lumber Dealers Lu-Re-Co Plan

Nowels Advertising, Tucson, has developed a complete advertising, publicity and sales training plan to promote the sales of new homes for the Lumber Dealers Research Council, Washington. The Lu-Re-Co sales plan will be sold to retail lumber dealers at a cost of $35. Marketing headquarters are at Rochester, Mich.

The sales training material covers four areas; selling Lu-Re-Co homes to customers, selling the design features of the floor plan, selling aluminum roofing, siding and windows, and selling wall panels and roof trusses to contractors.

'School Arts' Names Kilner

Richard B. Kilner Co., San Francisco, has been appointed advertising representative in 11 western states for *School Arts*, published by Davis Publications, Worcester, Mass.

ZagRodny to Aubrey, Finlay

Edward L. ZagRodny has been named an account executive with Aubrey, Finlay, Marley & Hodgson, Chicago. He formerly was an account executive with Marsteller, Rickard, Gebhardt & Reed.

Weber
Gerber
Cole
Dixon
Kaufman

AGENCY MERGER—*Pictured at the signing of final papers which merged Condon Co., Tacoma, and Cole & Weber, Portland, Ore. (AA, Sept. 5), are the principals: Arlyn E. Cole, president, Cole & Weber; Vic Kaufman, general manager of the new Condon division of Cole & Weber; George H. Weber and Dan Gerber, vps of Cole & Weber; and Harold C. Dixon, vp, Condon division.*

Newspaper R.O.P. Color Ads to Back Reformulated Kerid

(Continued from Page 2)

and August, Mr. Daffner said, but it marks the first national effort for the reformulated product, and it will be a much more intensive promotion. The campaign also includes a major appropriation for window displays and drug trade advertising, he reported.

An unusual over-the-counter product—it is supposed to remove ear wax painlessly and quickly at home, without the need for instrumentation or high-pressure irrigation used by physicians—Kerid has had a spotted career to date, involving troubles with the Food & Drug Administration which in most instances would mean death for a product.

Kerid was tested early last year in Columbus, Rochester and Buffalo with a shock ad showing a hairpin, paper clip, pencil, and cotton swab sticking out of an enlarged ear (AA, April 20, '59).

▪ It was launched last fall and shortly became a solid drug store item, the company reporting more than 1,000,000 units sold. But about eight weeks after its introduction the Food & Drug Administration clamped down on Kerid and two other non-advertised ear wax removers. They had all previously been cleared as products safe for sale without prescription, but subsequent use produced instances of temporary swelling, ear soreness and rash.

Blair withdrew the product in December, recalled its stock and continued working on a new formulation. Ten days after the recall the new formula was approved, and revisions in packaging (which now says "new formula") and advertising were whipped into shape.

To gauge consumer attitudes toward Kerid at this time, a survey was conducted in the original Kerid market. Blair found that the "vast majority" of respondents didn't recall any unfavorable publicity—testimony to the speed with which Blair acted to change the product. A Sunday supplement and regional magazine campaign was subsequently launched, with two goals: To recall consumer attention to Kerid and to show the trade that promises of original product support were to be kept.

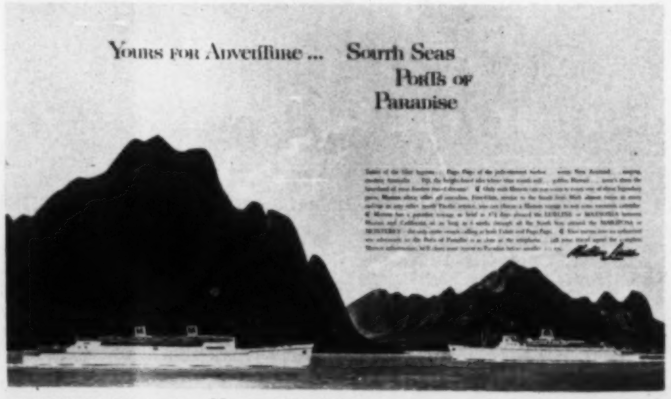
Now Kerid is set for its second lap in the new products marathon.

Axelsen Agency Boosts Two

Wesley F. Hall has been appointed manager of operations of Axelsen Advertising Agency, Salt Lake City. He will direct interior operations and serve as account executive. Axelsen also has named Kay W. Pullman art director in addition to his production duties. Mr. Hall originally entered advertising agency work with the Axelsen agency in 1951. He was associated with Jarman Skaggs from 1953 to 1958.

Manger Coffee to Wexton

Manger Hotels Coffee has appointed Wexton Co., New York, to introduce the blend of Columbian coffees that Manger hotels have been serving for the past 50 years. It will be launched in New York with a radio, newspaper and magazine campaign.


Yours for Adventure ... South Seas Ports of Paradise

COURSE TO PARADISE—*Matson Navigation Co., San Francisco, will use this color spread exclusively in the October Holiday. With it will be a detachable quarter-page booklet of eight pages, listing Matson's services. Fuller & Smith & Ross is the agency.*

Chevy's Cole Sees '61 Sales Topping '60 by 200,000

DETROIT, Sept. 6—Passenger car sales as high as 7,000,000, 200,000 more than the sales mark forecast for this year, were predicted for 1961 by Edward N. Cole, vp of General Motors and manager of its Chevrolet division, in a press preview for auto writers and broadcasters.

Mr. Cole expects a further drop in import sales, possibly to around 450,000. He said truck sales during 1961 should total 1,000,000.

In a national market of this size, Mr. Cole believes his company will maintain its traditional share, and may gain. "This would mean another 2,000,000-plus car and truck year for Chevrolet," he said.

▪ Chevrolet is heading for an all-time record in 1960, with sales thus far running 15% ahead of 1959 and also well ahead of the record set in 1955, when the company sold 2,066,337 cars and trucks. Mr. Cole estimated 1960 will see 2,085,000 units sold, which will be the highest total ever achieved by any company in the history of the industry.

Corvair is credited with providing most of the plus business this year, and has taken an increasingly larger share of the passenger car total in each month since May. In the last six weeks this share has reached 14%. Chevrolet currently leads its closest competitor, Ford, by 260,000 in passenger car sales. If the momentum is maintained it may end the year with a car lead substantially over 300,000.

▪ One of the reasons for Mr. Cole's optimism on the 1961 market is the fact that Corvair will add five new models this fall, all with rear engines. Included will be a six-passenger station wagon, a compact van-like sports wagon, a panel delivery truck, and two pick-up models, one with a unique side-loading feature.

The regular line of commercial vehicles will remain the same as in 1960, except for a number of refinements in ride, handling, durability, comfort and hauling efficiency.

Chevrolet's conventional passenger car line will feature new styling, with cars shorter, narrowe and slightly lower, although interior dimensions will be retained.

Corvette will feature the most extensive styling change since its 1953 introduction, but basic stylin of the Corvair will be the same.

▪ Although prices on 1961 Chevrolets will not be announced unti they go on sale early in October Mr. Cole said every effort will b made to hold the price line.

He said Chevrolet was in excellent shape with its dealers on th 1960 model cleanup, with 10,00 fewer cars in inventory than a yea ago.

Answering a query whether h shared the opinion of others tha compact cars would get aroun 50% of the market next year, Mr Cole said that depended on th definition of compact.

"I am sure the American aut buyer is more interested in a compact price than in a compact car,' he said, and joined in the laughter

Dealers to Advise Argus

Argus Cameras Inc., Ann Arbor has appointed a group of 12 retailers to serve on an Argus Selected Dealer Board and act as retail advisers to the company. Th dealers will hold their first meeting Oct. 12-15. J. J. Riggs, president, said, "We always solicit th opinions of dealers. This provide us with the most accurate marke information on which we can bas our product and marketing policies."

Rules Sunday Business Legal

Judge Richard Nash, domestic relations court, Louisville, has ruled that it's legal to do business in Louisville on Sunday. His ruling came in a written opinion in which he dismissed charges of Sunday sales against three companies, saying that in his opinion the Kentucky law under which the stores were charged is unconstitutional. Stores cited for Sunday sales were Sun TV, Modern Living and King Karl's. The complaint was filed by members of the Citizens for Sunday Closing.

Prepared Products to McNeill

Prepared Products Co., Pasadena, maker of Inglehoffer mustard, Dixie Fry, Dixie dry white sauce mix and other food products, has appointed McNeill, McCleery & Cochran, Los Angeles, to handle its advertising. Ross Roy Inc., Hollywood, is the previous agency of record.

NEWSPAPER
HOME COVERAGE
STUDY OF
THE PONTIAC
MICHIGAN
NEW

MARKETING IN MICHIGAN?

·THE PONTIAC PRESS
introduce you
the huge Pontiac area!

e, taken from an important new sur-
, are some facts and figures on THE
TIAC PRESS—leader in Michigan's
growth market:

eader in the Community 76% take
PONTIAC PRESS.

eader in Home Coverage Pre-
d 3 to 1 over the leading Detroit
r.

eader in Creating Sales 21% of
SS homes make over $7500 a year.

eader in Exclusive Coverage 61%
ontiac Township households take
the PRESS.

eader in Home Delivery 98% of
rage is home-delivered.

hen you investigate sales potentials
ichigan be sure to take a *close* look
HE PONTIAC PRESS, the full-
rage independent newspaper serv-
the Pontiac area and Oakland
nty since 1842!

ewspaper Home Coverage Study
e Pontiac, Michigan Area is a 50-
comprehensive survey conducted
pendently by Benson & Benson,
Princeton, N. J. and in consultation
ADVERTISING RESEARCH
NDATION, INC.

rite direct, or contact our Repre-
ative in your area; this new study
be sent to you immediately.

THE
PONTIAC
PRESS
ONTIAC, MICHIGAN
Circulation 59,339 Publisher's
atement Ending September 30, 1959
Represented by:
Scolaro, Meeker & Scott
York, Chicago, Philadelphia, Detroit
Doyle & Hawley
Los Angeles & San Francisco

KIDS LOVE LIFE
DRIVE LOVINGLY
KIDS LOVE
DRIVE LO

Langerman Kane Smallwood Belfield Oberhuber Nolan

KIDS LOVE LIFE—*Thirteen-year-old Wilbert Kane, safety patrolman, puts up a Keebler safety poster under the watchful eyes of David M. Smallwood, Philadelphia streets commissioner; Wendell P. Nolan, Keebler president; E. A. Oberhuber of Keebler; John Belfield and Hal Langerman of Lewis & Gilman.*

'Drive Lovingly' Is Keebler Biscuit's September Ad Motif

PHILADELPHIA, Sept. 6—"Kids love life . . . drive lovingly" is the theme of a safe driving campaign being sponsored in September by Keebler Biscuit Co.

Slightly modified to "Kids Love . . . Keebler Cookies," the campaign will be supported by two and four-color ads in 34 newspapers, plus one-minute spots on 71 radio stations throughout the Middle Atlantic states and Florida.

The safe driving campaign, tied in with the return of youngsters to schools, is also being supported by municipal governments, chain and independent food stores, utilities, civic groups and private industries.

■ The Keebler safety campaign urges motorists to exercise extra caution now that schools are resuming.

To keep the safety message before the eyes of motorists during the month-long drive, Keebler has supplied nearly 200,000 posters and auto bumper stickers to grocers and to civic and governmental organizations.

In addition to the theme, the posters also carry an illustration of four happy children running to school.

The bag cookie promotion, which is running concurrently with the safety campaign, is also utilizing posters showing the same children.

■ The newspaper ad campaign supporting the drive will consist of two and four-color ads in sizes ranging from 1,000 lines to full pages.

The entire safety promotion and cookie merchandising campaign has been under the direction of Edward A. Oberhuber, Keebler marketing manager, and John J. Porreca, sales promotion manager.

The campaign was created by Keebler's advertising and public relations agency, Lewis & Gilman, Philadelphia. Lewis & Gilman account supervisor is John C. Belfield, agency president; Hal Langerman is copywriter, W. Richard Park is account executive for advertising and Scott Verner account executive for pr. #

FRAME TO FINISH—*The West Coast Lumbermen's Assn., Portland, Ore., begins its fall consumer drive with color pages like this in shelter magazines. Ads offer a free copy of the association's booklet, "Individuality in Home Planning."*

Soap, Syndet Sales Rise 4.5%

Soap and synthetic detergent sales totaled 2,155,550,000 lbs. and $549,942,000, for the first half of 1960, according to 58 manufacturers participating in the sales census of the Assn. of American Soap & Glycerine Producers. This was a 4.5% rise in both volume and sales from the first six months of 1959, which set the previous record. Synthetic detergent sales amounted to 1,633,002,000 lbs., valued at $394,798,000, an increase of 6% in quantity and 5.8% in dollars. Soap sales volume increased 0.1% to 522,548,000 lbs., while dollar sales went up 1.3%, to $155,144,000.

N.M. Broadcasters Name Mickel

The New Mexico Broadcasters Assn. has elected Bill Mickel of KGGM, Albuquerque, to serve as president until next April. Ernie Thwaites of KFUN, Las Vegas, was named vp. Both Virgil Parker of Los Alamos, president, and Howard Maudlin, Tucumcari, vp, have ended their New Mexico radio connections and moved from the state.

'Coronet' Rates Go Up

Coronet, New York, will advance its b&w page rate from $7,775 to $8,250 beginning with its February, 1961, issue. This rate also applies to black and one color. Four-color pages will go from $10,250 to $10,875. There will be no extra charge for bleed pages.

Sexton Named Wright A.M.

D. William Sexton has been named advertising manager of Wright Mfg. Co., evaporative cooler manufacturer, succeeding Don Hawkins, who resigned to join Curran Co. Advertising.

Mr. Sexton will also serve as advertising and sales promotion manager of Wright-Temp Mfg. Co., a subsidiary which makes refrigerated air conditioning and all-electric heat pumps.

PUBLICITY
in 2093 Cities!

Send for a copy of FEATURE Magazine, America's prime publicity medium. It reaches all editors in the 2093 largest cities of the U.S. with your feature releases. Hailed by Newsweek! Used by scores of major companies and top PR firms. On your letterhead, please.

CENTRAL FEATURE NEWS, INC.
1475 BROADWAY. LO 4-3123

MEMO
TO: Publishers' Representatives
who want more money
(and who doesn't?)

Many independent publishers' representatives are finding that they can make extra profits, without adding to their working hours, by selling the services of Standard Printing Company.

The media buyers on whom you make regular calls are also printing buyers . . . one call does double duty . . . brings double profits.

Standard offers media salesmen an opportunity to earn top commission rates on all types of printing jobs. Excellent work, attractive prices, plus quick delivery, ease the way to repeat sales.

Write today for full information.

SPC
STANDARD
PRINTING
COMPANY
HANNIBAL, MISSOURI

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1959 **48,389**

HELP WANTED

ADVERTISING MANAGER

Direct mail company wants creative ad man with extensive direct mail art, copy, and production background. Must relocate. Write **Personnel Director, Fingerhut Mfg. Co., 3104 W. Lake St., Minneapolis 16, Minnesota** stating age, experience, education, and salary range.

FREE-LANCE writers, photographers, who want to produce feature material on regular basis as stringers for top-quality trade publication in farm and industrial power equipment field, please send brief resume to

Box 4042, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PRINTING PRODUCTION MAN DESIRING SALES POSITION

If you have experience in Graphic Arts, Litho, Web Offset or Rotogravure, a sales position with an established, respected Chicago Printer is open to you. Existing accounts and new contacts will be assigned to you. Send resume stating income requirements.

Box 4054, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE PERSONNEL SERVICE

publicity .... editors
adv. managers .... copywriters
artists ...... media ...... production ...... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo

YOUNG MAN....

With some general background in commercial art. To do mounting and flapping for Art Director at major Chicago Art Studio. **Call William Stacy at MOhawk 4-2055.**

Hundreds of $7,000-$35,000 Executive jobs available. Get Free Report. Strict confidence. **National Employment Reports, 20 E. Jackson, 902G, Chicago 4, Ill.**

HELP WANTED

ADVERTISING DIRECTOR

Splendid opportunity for a successful man with good home furnishings merchandising background combined with experience in all phases of art and promotion. Excellent salary plus annual bonus and profit sharing. Address resume to Roman Kubic, Executive Recruitment Manager, 2323 S. Rockwell, Chicago, Ill.

SPIEGEL
Serving America for 95 years

WANTED—MARKET RESEARCH SUPERVISOR CHICAGO OFFICE AAAA AGENCY

Experienced in all phases of market and consumer research. We are looking for a college graduate, preferably in the Liberal Arts or Social Sciences. Minimum two years experience. Major duties involve preparation of research proposals, including questionnaire development, project design, sampling, and rationale. Individual must be able to analyze data and write clearly and concisely.
Client contact involved with increasing responsibility as individual's skill and familiarity with his accounts grow. Excellent opportunity for growth in Chicago and with other offices of this agency. Salary commensurate with qualifications and experience. Liberal benefits. 35 hour week. Reply in writing, stating qualifications, age, and salary desired.

Box 4068, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Production Girl— with ability to handle plates and ads for monthly magazine . . . must be good typist. Excellent working conditions. Loop office. **FRanklin 2-9281. Mr. Westberg.**

HELP WANTED

ADVERTISING MANAGER

Advertising manager for major mid-west electronics manufacturer. Primary responsibility includes: supervision of five man department, preparation of budget, preparation and scheduling of consistent direct mail program, copy for space and direct mail, and agency contact.
Prefer college graduate, age 32-50, with major in marketing, journalism or B.A. Should have industrial advertising experience with electronic manufacturing or agency. Primary position, excellent benefits, good salary. Located within 50 miles of St. Louis.
Send complete resume and salary requirement with first letter.

Box 4066, ADVERTISING AGE
200 E. Illinois St., Chicago 4, Illinois

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE

Publishers Employment
460 E. Ohio St., Chicago Su 7-2255

POTENTIAL V-P FOR SO. FLORIDA AGENCY

We'll need experienced all-around man—including proven new business ability—within a few months. Will have to take some gamble at the start, in return for future, substantial ownership opportunity. Age about 35, probably now in medium-size agency. Send photo and detailed resume to

Box 4067, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES CONTACT MAN

Newly formed ad agency desires ambitious young man (under 30) developing new accounts in the Chicago area. Excellent opportunity for the right man.

Box 4065, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

GRAPHIC ARTS DIRECTOR

Not just an order taker/placer, but a young, old fashioned working executive. 16 years major experience as Art Director, Creative Director, Production Manager, Estimator, Coordinator-All phases of advertising, sales promotion and POP.

Box 4072, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

PUBLIC RELATIONS—ALL PHASES.

Writing, planning publicity; photo; institutional ad copy. Now PR agency exec; daily newspaper experience and degree.

Box 4076, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WRITER-EDITOR seeks responsibility with trade or company magazine. 11 years in socio-economic research. Free lance writer. College grad, married, family.

Box 4077, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPY, PRODUCTION & MORE

Young man desires diversified position with industrial advertising department. Can handle variety of work such as space, direct mail, dealer and exhibit materials. Seven years top training and experience in copy, production and scheduling with national manufacturer. Age 31, veteran, married, MS in Journ. Will relocate.

Box 4055, ADVERTISING AGE
630 Third Ave., New York 17, New York

Currently Adv. Mgr. for large wholesale house. Demonstrated success in meeting heavy schedules. Fully familiar with all techniques & production of offset & letterpress. Experienced in catalogs, brochure, all types of direct mail as well as newspaper. Salary 8M to start.

Box 4078, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

FREE LANCE LAYOUT & PRODUCTION

Do you need expert assistance in producing your booklets, ads, packages and other printed matter . . . or TV commercials. Contact—
T. J. McLoughlin MI 2-3655
619 N. Michigan Ave., Chicago 11, Ill.

FREE LANCE PUBLIC RELATIONS

Seasoned newspaperman offers taste and economy for Chicago clients.

Box 4055, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING SPACE SALES OPPORTUNITY WANTED

Account representative for past 6 years with major 4A agency seeks challenging opportunity with consumer or trade publication. Experienced in marketing, research and media selectivity. Can sell effectively and creatively your property to tie-in with client's sales objectives and ad strategy. Age 34. Married. Enjoys travel. Will relocate. Resume.

Box 4070, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PR-EDITORIAL. Experience: national mfg trade journal, retail pub, public relations. Can speak before groups, sell ideas, supervise staff. Strong copy & production. Able photographer. Degree, 38, family. Will relocate, some travel. Prefer public relations-editorial-advertising combination. Available most weekends for interview.

Box 4069, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

NEW, FRESH MIND: seeks copy tr. job, but willing to start in any adv. job, and learn your methods & procedures. Harv. grad. B.A(C.L) **C. Wallace, 6 Tennis Rd. Boston 26, Mass. Ox8-5136**

INDUSTRIAL—CONSUMER

Young industrial ad mgr. with well rounded background seeks challenging position with plenty of growth. 5 yrs. experience including copy, production, layout, newspaper sales. [illegible] BA; married. Creative, good organizer. Willing to work,

Box 4071, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

INDUSTRIAL SELLING COPY

Seasoned industrial copywriter with 10 years of solid engineering exp., writes ads that talk right to plant men. Metals, chemicals, lubes, electronics, power. NYC area.

Box 4073, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

IN A RUT AT 23!!!

Artist: creative, versatile, ambitious; formerly Slidefilm illustrator with Midwest's largest comm. film producer, now do all creating thru production of ads, direct mail, brochures, annual reports & other whimsies too tedious to mention for small, complacent ad agency. Creative urge being stifled here. Seek challenge with vigorous, tradition-free company doing own promotion and sales training. Don't let my youth scare you! Family. Will relocate anywhere for right spot.

Box 4074, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Copy, Publicity Writer in vigorous 40's —Heavy exp. bldg. mat'ls., construction equip., hospital supplies, automotive.

Box 4079, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Creative Ad Mgr., agency bg. Strong on sales presentations, P-R. Good speaker.

Box 4080, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

EXPERT FREE LANCE COPY!

Fresh concepts-modern market oriented ideas. 20 yrs. exp. in all printed media, radio & collateral material. Consumer, industrial & agricultural products. Out of town work invited. **W. Wallace 1520 Olive, Chicago 26, Ph. SU 4-1484**

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Creative versatility at reasonable price

CARTOONVILLE
P. O. Box 617, Hartford, Illinois

FOOD COPYWRITER AVAILABLE:

Female, presently employed traveling supervisory capacity advertising sales promotion Hotel chain $10,000 year desires Chicago position. Writes sparkling food copy. College: Food Merchandising and Advertising. Writes fiction for National "Slicks", radio, Television, etc. Three books on food published nationally. Employees like I would be, with a touch of genius, are rare as pink diamonds! In replying allow time for letter to reach me while traveling eighteen state area.

Box 4075, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

SPECIAL REPRESENTATIVES WANTED

A group of publishers of weekly newspapers published as the individual "hometown" papers of some of America's principal military installations are seeking aggressive representation to national advertisers and agencies who should be reaching this multi-billion market of men and families with substantial 12-month-a year incomes and who are in the best buying age brackets. These papers have proven their value for years to leading local and national advertisers. Write

Box 4081, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

Wanted: Trade Publications

Most responsible buyers, with ample cash Write in confidence. **C. K. Feinberg Publications Broker, Box 1036, Newark 1 N. J.**

INVESTMENT OPPORTUNITY

Flourishing public relations and advertising firm seeks $50,000 expansion capital **Write P. O. Box 4746 Sunrise Station Fort Lauderdale, Florida**

MISCELLANEOUS

PICK UP YOUR HAT AND MOVE I Office furniture and venitian blinds included in sublease of freshly decorated 1 x 13 office within suite with reception area. Excellent transportation. Very low rent. **9 S. Clinton, Chgo., CE 6-8963**

25,000 PROFESSIONAL COMEDY LINES stories, routines. Topical! Ideal fo speakers, toastmasters, emcees. Free catalog. **Orben Books, Box 61A, Hewlett, N.Y**

ATTENTION ALL WRITERS! Authorship means prestige! Your short stories, articles, books, plays, will receive ou prompt sales handling! Write immediatel for free literature! **Literary Agent Mead 915 Broadway, N. Y. C. 10.**

ENGINEERS AT THEIR HOME ADDRESS. Over 125,000 Select by types. O Speedaumat Plates. Lowest rates. **DECISION, INC 4617 Red Bank Rd., Cincinnati 27, O. BR 1-3200**

director of Public Relations

Our organization is one of the nation's largest and most progressive design, commercial art, photography, and merchandising studios. Our market is American business and industry, to which we provide a new concept in comprehensive graphic arts creative services. Our clients are among the nation's leading business corporations and advertising agencies.

Like the companies we serve, we wish **to communicate the story of our service** and performance to the general business and industrial community through a modern public relations and promotion program. To accomplish this, we plan to add a specialist in communications to our management group.

The man we seek is between 30 and 40, with successful experience in advertising, sales promotion, or merchandising. He is deeply conscious of the importance of graphic arts in today's total business picture and **its significance in modern marketing.** He is a professional in the general field of communications—creative, imaginative, and articulate.

Geared to render top-notch professional services, we are constantly looking ahead to the future and are building a dynamic organization keyed to the nation's growth economy. **This position is a long-term career assignment** and a rare opportunity for the right man.

Please submit your experience record and salary requirement in writing for our review. Every reply will be acknowledged with sincere interest.

Robert J. Snyder, President
Robert Snyder & Associates
601 North Fairbanks Court
Chicago, Illinois

Publishers

Established representative invites publishers' inquiries regarding coverage of Middle-West territory. Since 1952.

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187 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS

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COMMERCIAL INDUSTRIAL

Memo to Advanced Management—
TODAY'S TREND: TAILORED TEMPORARY OFFICE PERSONNEL

Proven by America's Leading Companies to be more:
ECONOMICAL—Minimizes paper work, training and benefit costs, fixed payroll expenses.
PRACTICAL—For peak workloads, vacation periods, confidential programs, special assignments, other emergencies.
RELIABLE—Each bonded applicant thoroughly screened for specific skills, intelligence and adaptability.

Available the same day you call—just phone:
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ACCREDITED OFFICE SERVICE
60 E. 42 St., Rm. 3018, New York 17, N. Y.

Division of AA Accredited Aides, Inc.

PRODUCTION ARTIST

Merchandising oriented, layout artist with production know-how and illustration ability.

REVELL, INC.
4223 GLENCOE AVE., VENICE, CALIF.
EX 8-5711 UP 0-7651

Exclusive Franchises

Available From

The S A C Program

Sell advertising on grocery sacks circulating through most major grocery outlets (chain and independent).

S.A.C. will provide . . . . . .

- Complete proven sales plan and promotional material.
- Guaranteed sack circulation.
- High commission.
- Exclusive franchises in several major markets.

You Provide . . . . . .

- Proven ability to sell space.
- References relating to responsibility, integrity, and achievement.
- Desire to "fly high."

Write to: S. C. Baron, President
Supermarket Affiliates Corp.
The First Network Devoted to Advertising on Grocery Sacks.
500 Fifth Avenue, New York 36, N. Y.
or call: BRyant 9-0082

$500,000.00

in spot TV & Radio available in national markets. Discounts of 50%-75% of end rate to prime agencies or sponsors. Replies confidential.

Box 365, Advertising Age
630 Third Ave., New York 17, N. Y.

Our 49th Year

ART DIRECTOR—mainly graphic expanding mid-west agcy	10,000
TV PRODUCER—Man must have agcy. exp.	8-10,000
PRODUCT ADV. MGR—food background essential	8-10,000
SPACE SALESMAN—Trade paper excellent potential	7,500+

MANY MORE—MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, ILL.
Phone: CEntral 6-5353

Assistant Account Executive

Going, growing medium-size Boston agency looking for man who's looking for spot to put down roots and really grow.

Our man has a creative mind, a strong business sense, a good knowledge of merchandising, promotional and advertising techniques borne of education and several years of experience in an agency, or as an ad manager. His primary responsibility will be to work with the agency veep on a group of accounts that have plenty of growth potential. The salary is modest to begin with, but our kind of man agrees that his income should depend largely on the outcome of his efforts—how largely is strictly in his hands. He'll write us a letter explaining why he thinks he's the man for the job—why he thinks we ought to meet him. He'll send it to Box 368, Advertising Age, 630 Third Avenue, New York 17, N.Y.

WE'RE BUILDING A CREATIVE DEPARTMENT ...and YOU can be the BOSS

You'll start with one assistant. He's here now. You will spend 95% of your time inside and be responsible for all creative work. You'll work directly with our account men and some of America's top creative artists. You must know how to write and how industrial products are sold. Our agency is in America's biggest industrial area. Our accounts are all industrial. You may be 25, 35 or 45 years old but you must be experienced in all phases of industrial advertising. The salary is open. You will be interviewed and get your "yes" or "no" from the top man in this agency. You can speed things up by forwarding your resume and anything else you feel will help us evaluate you with your first letter.

PRESIDENT
Box 366, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

ASSISTANT TO ADVERTISING DIRECTOR

Experienced young man with production background. Position requires initiative, efficient administrative ability and capacity to assume responsibility. Should have layout and copy experience. Opportunity to join National Sales Promotion firm. Send complete resume with photograph. All replies confidential.

Box 373, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

ACCOUNT EXECUTIVE

An opportunity for an ambitious young man with at least 5 years top grade agency experience. The man we are seeking must be able to write convincing consumer copy (particularly for Beer), plan campaign strategies, clear client approvals—in short—be able to lend a hand wherever the need arises.

This isn't an easy job, but it's a rewarding one with a good starting salary and unlimited potential through profit participation. Write in complete detail to **Howard D. Morris, Pres., Cavanaugh Morris Advertising, 946 Greentree Road, Pittsburgh 20, Penna.**

DIRECT MAIL ADVERTISING COPYWRITER

Wanted by READER'S DIGEST

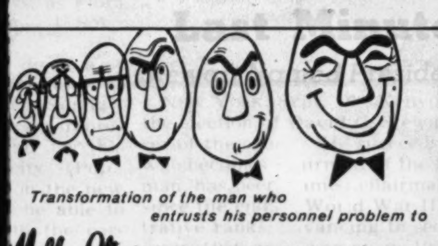
If you are experienced in the writing of direct mail letters and circular material an excellent opportunity is waiting for you with Reader's Digest. The starting salary will be generous, based upon your proven ability. You will work with interesting people in pleasant and stimulating surroundings. You will enjoy many other advantages: a liberal bonus plus attractive medical insurance, vacation, and retirement plans. This is a fine opportunity to build a rewarding career . . . among people who will recognize your ability and help you to develop it.

If you are experienced in this type of work write in detail to:

James L. Crider
The Reader's Digest
Pleasantville, N.Y.

ADV. AGENCY N.Y. BRANCH MGR.

Young man wanted to head New York office for growing, aggressive Midwest advertising agency. Basically to service leading fiber and fabric account. Should know way around garment industry. Should know media people, both editorial and advertising, be able to make contacts at high level with mills, cutters, retailers. Will interview in New York beginning September 15. Send complete resume and salary requirements. **Box 370, Advertising Age, 630 Third Avenue, New York 17, New York.**



Transformation of the man who entrusts his personnel problem to

Melba Oliver **SPECIALIZED PERSONNEL SERVICE, INC.**
Serving the MIDWEST for over 25 years.

IF ADVERTISING IS YOUR BUSINESS ...PLACING YOU IS OURS!

Melba Oliver
1229 NATIONAL CITY BANK BLDG.
CLEVELAND 14, OHIO
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Man or Woman

To become an important member of the Public Relations Department of one of America's leading philanthropies, the parent organization of an outstanding group of medical and social welfare agencies. Must be an able, experienced writer on news stories and feature material. An imaginative, industrious man or woman will find a lifetime opportunity here. Excellent salary. Location, Chicago. Please write fully and send photo if possible.

Box 372, ADVERTISING AGE
200 East Illinois Street Chicago 11, Illinois

Agencies . . . Ad Managers . . . Art Studios:

CUT DOWN YOUR OVERHEAD!

Expert free-lance copywriting is available any time you need it . . . and only when you need it! Fast professional, part-time service backed by 10 years of national and local consumer, retail and industrial experience. Top references.

HOLDEN ADVERTISING
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LOOKING FOR AD SALESMEN?

A long-established representative firm is looking for a publishing property to represent. Trade or consumer with sufficient potential in 12-state territory with offices in St. Louis and Dallas. This is highest type representation by men who know their work and accustomed to consistent hard selling and with proven record of results. Your inquiry invited with personal interview if desired.

Box 369, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

Here's Your Creative Director

His background is in art direction, but this man has worked in a roving creative capacity in two large agencies on top national accounts. He knows marketing, knows planning and, now in his own business, he offers a complete creative service to advertising in both television and print, copy and art. Is interested in returning to an agency in an executive position of creative leadership. Write: **Room 1210, 333 N. Michigan Ave., Chicago, Illinois.**

MEDIA PROPERTIES FOR SALE

Broadcast Stations

Tenn	single	daytimer	$ 62M	cash
Ga	single	fulltime	175M	29%
Cal	medium	daytimer	185M	29%
Fla	medium	regional	230M	terms
Wash	metro	1kw-D	85M	terms
Calif	metro	FM	49M	10 yrs
Fla	major	250w	250M	terms

Newspapers

Pa	semiweekly	$75,000	terms
Texas	weekly & Job	22,500	terms
Idaho	small daily	125,000	terms

Trade Journals

N.C.	$17,500	terms
N.J.	15,000	terms

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Please address:
1182 W. Peachtree St., Atlanta 9, Ga.

THE MAN WE NEED

is an experienced writer of industrial collateral advertising material. He is creative, original, knows how to plan, organize and write booklets, mailing pieces, sales letters, complete direct mail campaigns. He is able to work with clients' technical men and translate their engineering information into forceful, understandable, believable, sales-producing copy. He is a self-starter, a hard worker, a producer. And he loves his work.

If you can meet these qualifications and want a chance to prove it, send your resume to

Lucien Brouillette
MARSTELLER, RICKARD, GEBHARDT & REED, INC.
185 No. Wabash Ave., Chicago, Ill.

BIRCH
Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

DON HARRIS NEEDS:

Three men not in his files . . .

BROADCAST MEDIA SPECIALIST . . . totally experienced except needn't have worked in negotiations or media research. Now with important agency, and writing proposals $15-18M

PR DIRECTOR, for manufacturer. All-around PR but heavy in employee and labor-relations communications . . . to $15M

AE, foods, young, high-potential. Maybe now in major-agency marketing group. Ready for first flight as AE under supervision on big account . . . . to $14M

DON HARRIS, DIRECTOR
Advertising & Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago, WAbash 2-9400

MR. AD EXECUTIVE

Looking for ad men? Call

FRED JOHNSON

Advertising Employment Consultant
DOROTHY DOCKSTADER CONSULTANTS
64 E. Lake, Chicago RA 6-6167

IT'S WORTH A CALL

What makes a good house organ? The editorial people at Gebbie Press who read 4,000 house organs a month know the answer. If you call CI 7-0934 we'll be happy to tell you. **Gebbie Press, 151 W. 48, NYC.**

---

the copy shop
MU 3-1455
270 madison/ny 16

Copywriting Studio
Confidential Work

Add 26 copy experts to your staff—but not to your payroll—get a top creative team for a pre-agreed per-job fee.

Persuasive Communication
any kind — any medium

PUBLIC RELATIONS DEPARTMENT MGR.

Eastern, 4A $10-million advertising agency (not N.Y.) wants Public Relations man to take over and expand present PR Department. An experienced individual performer, preferably with management experience, to develop department. Starting base pay $12,000 to $15,000. Liberal fringe benefits. Good future.

Box 367, Advertising Age
630 Third Avenue
New York 17, New York

ART DIRECTOR

Studio-manager

Seeking association with Mid-west agency, publisher, printer, industrial or studio.

Mature professional with thorough knowledge of art-graphic arts.

Owner of Eastern studio.

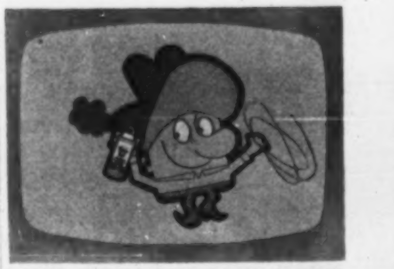
RESUME ON REQUEST

Melba Oliver, Agent
1229 National City Bank Building
Cleveland 14, Ohio

TO A TOP BUSINESS MAGAZINE EDITOR

. . . or a number-two man who is ready for the first chair: a major industrial magazine has an important career to offer you. We need a man who can develop fresh editorial ideas for a management-engineering audience and has experience in directing an editorial staff to instrument his plans. If you are a pro, with the energy and background to fill the bill, send a resume (in confidence, of course) of your experience and earnings to

Box 371, Advertising Age
200 E. Illinois St., Chicago 11, Illinois



CANADIAN KILLER—*This Pictafilm created character is busy on tv in Canada showing how Colgate's Kan-Kil finishes off house and garden bugs.*

Canada's Pictafilm Offers New TV Ad Technique in U.S.

NEW YORK, Sept. 7—One of the latest developments in film techniques came to the U. S. from Canada.

Already in widespread use in Canada for b&w and color slides as well as semi-animated tv commercials, the process is called Pictafilm.

In the U. S. the patent rights are held by Pictafilm Inc., which since March has handled assignments for such companies as Nestle, Westinghouse, America Chicle, Lever Bros., Campbell Soup and Bell Telephone. The New York company is 51% owned by Williams & Hill, Toronto film production company, which developed this short cut technique for producing limited animation on film.

▪ Sherman Gergory, formerly with Triangle Stations and before that with Radio Free Europe, is president of Pictafilm Inc. The sales operation is headed by Robert Kahn, formerly with CBS-TV, who also doubles as a producer.

The Pictafilm machine—so far there is only one in Canada, but one is expected in New York in a matter of months—is described as a "sort of combination optical printing bench and animation stand." This machine produces in one step finished 35mm picture negatives complete with optical effects that normally require fine graining and several other steps.

The machine can, it is claimed, handle many optical effects (wipes, dissolves, etc.) and most types of special effects such as titling, flashing signs, etc.

▪ Mr. Kahn pointed out that the final step in production on Pictafilm assignments must be done in Canada since the only machine is there, but, despite this delay, he said the company is able to complete its assignments in a relatively short time. When the New York machine arrives, limited animated production can be completed within one-half the usual time, he asserted.

The system is priced most competitively—that is, a good deal below the usual fee. The price for 60 seconds in slides or semi-animation: $500 to $2,000.

At the moment Pictafilm is concentrating on attracting business in these areas: Tv commercials and storyboards on film for pre-testing; sales and client presentations on film, and black and white and color slides for tv and sales presentations. #

Evon, Oil-Dri Name Becker

H. H. Evon Co., Chicago, has appointed Allan S. Becker Advertising, Chicago, to handle advertising for its Evon's nuts. At the same time, Oil-Dri Corp. of America, Chicago, has appointed Becker to handle advertising for its Cat's Pride cat box absorbent. Evon will use newspaper and trade journal advertising, and Cat's Pride will be advertised in newspapers.

DO YOU THINK ABOUT ADVERTISING?
Knox Reeves Advertising Agency invites your comments
Eastling
Carlson
Enroth

BOOTH—*Dick Enroth, Minneapolis-St. Paul radio-tv personality, chats with Marlys Carlson, Knox Reeves secretary, at the information desk. In background, H. Wendell Eastling, account executive, "depth interviews" two feminine fair-goers.*

Knox Reeves Polls Public on Advertising: Results—Most People Appreciate Ads

MINNEAPOLIS, Sept. 7—What does the public think about advertising?

"Most of it is trash. The copy is too wordy. It says the same thing over and over again," said a professional artist who stopped at the booth of Knox Reeves Advertising at the Minnesota State Fair in St. Paul.

He spoke to Anne Lawler, a copy supervisor, who had 11 interviews with members of the public during a three-hour stint at the 10-day exposition.

"But a farmer's wife was delighted at the chance to tell me about how advertising serves her," said Miss Lawler. "The woman was crippled and she confided that she shopped the ads for convenience foods and labor saving appliances."

■ Before she left the booth the woman participated in a "depth interview" in which she expressed her reactions to 40 print ads and 11 minutes of filmed television commercials.

Comparing notes with fellow staffers back at Knox Reeves headquarters in Minneapolis, Miss Lawler said the fair-going "public" divides into two groups.

"First there are those with chips on their shoulders who are eager to tell us their gripes," she said. "And then there are those who must be pulled into the booth. But once inside, our problem is to get them to stop talking."

Miss Lawler and other staffers agreed that the majority of booth visitors liked the idea of a chance to talk directly to people who actually produce the ads they see in their newspapers of the commercials on television and radio.

■ "Most of them appreciate advertising's essential role in marketing products of our free economy," she said. "And they seemed to have a good understanding of advertising jargon. Much better, in fact, than my understanding of terms peculiar to their own occupations."

Many were familiar with and liked the prize-winning Minniegasco television commercials prepared by Knox Reeves for Minneapolis Gas Co., and the "Stanley and Albert" cartoon commercials for Grain Belt beer.

Ken Oswald, agency office manager, said the 40 staff members and 10 secretaries who served as hostesses were equipped with leaflets giving Advertising Federation of America answers to stock questions about advertising. They were also briefed by the research department on how to conduct consumer interviews.

While some staffers objected to the idea of putting in time at the fair, Mr. Oswald said many asked for a second chance after experience in the booth.

■ Throughout the fair Knox Reeves people averaged from 40 to 50 interviews a day, not counting talks with casual callers who delivered an opinion but were too busy or too bashful to stay for the interview.

"While we had expected to be on the defensive after all the bad publicity advertising had been getting, we had little use for the AFA pamphlets," Mr. Oswald said. "One fellow asked me the one about 'Wouldn't the cost of goods be lower without advertising?' but moved on to something else before I had a chance to answer."

While responses obtained in interviews have not been tabulated, preliminary reports from staffers indicate the public thinks most advertising is honest.

Among women, food advertising is the most believable, particularly advertising with the Betty Crocker endorsement (General Mills, handled by Knox Reeves). Appliance advertising rates next and "medical advertising" is at the bottom of the scale.

One visitor suggested that the agency post a sign reminding creative personnel to strive for advertising that is clear, in good taste, factual and not too wordy.

■ Frank Miller, a copy supervisor, talked to a minister, a farmer's wife, a machinist's wife, a high school teacher, a recent college graduate, a gas station attendant's wife, a construction superintendent and his wife, the shop boss in an electrical manufacturing plant, and a student working for a Ph.D. in "persuasion."

The shop foreman was a "Stanley and Albert" fan and wanted to let the agency know. A mother of 11 children said television ads made her feel "big babyfied" and wondered why so many "talk down to the viewer."

Another housewife, who confided her name was the same as that of Mildred, the harassed housewife in the Minniegasco commercials, thought the advertising informative, entertaining without being "condescending."

Wendell Eastling, account executive, said the most important thing he learned from talks with consumers is that "people want you to keep advertising simple, brief and to the point."

■ Tom Donovan, an art director, told of the visitor who said, "I like advertising that tells me what the product will do for me."

"My interviews ran the gamut from a student of advertising who examined each ad minutely, to the 'impulse buyers' who notice nothing but the picture," said Les Haugen, personnel manager at the agency.

Bill Doyle, a media buyer, talked to a college professor, a court reporter and a housewife. The court reporter turned out to be a Minniegasco fan who said the gas company commercial is a refreshing contrast to the "man in the white coat" type with its repetitious lecturing about merits of the product.

Jim Brytowski, copy supervisor, was impressed by the housewife and mother of seven who came into the booth to ask why the cereal people don't put more than one premium in their boxes of breakfast food to avoid arguments in large families.

■ Nancie Schutz, copy supervisor, liked the way visitors reacted when she told them, "You people are consumers, we think you're important."

"They seemed flattered and thrilled when I said we wanted to know what we could do to make our ads more interesting, informative and useful to the reader," she said. #

Musicians to Appeal Decision on Warner's Films Sale to TV

NEW YORK, Sept. 8—The American Federation of Musicians has appealed Federal Judge William B. Herlands' decision in the union's action against Warner Bros. Pictures.

The appeal followed Judge Herlands' denial of the union's appeal for an injunction to halt the transfer of tv rights to 122 post-1948 feature movies from Warner Bros. to Creative Telefilms & Artists of Toronto. The deal calls for Warner's to get $11,000,000 from the Canadian company, plus a share of the distribution returns from the tv exhibition of the films once Telefilms has recouped its $11,000,000 investment.

■ The union maintained that its contract with major motion pictures calls for "prior consent" with the union before post-1948 movies are cleared for re-use. But in dismissing the union complaint, Judge Herlands held that "the federation doesn't have a leg to stand on."

In a statement to the press, the union served notice that it will "continue to file suit against any major motion picture producer that ignores its contractual pledge to the federation." #

Frito Elects Arch West VP for Marketing

Frito Co., Dallas, has elected Arch Clark West vp for marketing, a new position. Mr. West formerly was marketing director of the food division of Lever Bros. Co., New York.

Arch Clark West

He also has worked on the General Foods account, at Young & Rubicam and was advertising director of Comstock Foods.

'Facts about the Liquor Industry' Published

For the seventh consecutive year, Licensed Beverage Industries, New York, pr organization for the liquor industry, is distributing its report, "Facts about the Alcoholic Beverage Industry."

Outlining the growth of the industry since repeal, the report notes, however, that "self-defeating" tax policies put 55¢ out of every $1 spent by consumers into the hands of the tax collector.

Wilmington Fibre to Lovekin

Wilmington Fibre Specialty Co., New Castle, Del., has appointed R. E. Lovekin Corp., Philadelphia, to handle its advertising.

Moms of Toddlers More Wrapped Up in TV, TvAR Finds

NEW YORK, Sept. 7—Mothers of small children spend far more time watching television, 32% more throughout the day, than do other women, according to a study released this week by Television Advertising Representatives.

At least this is the picture as it was revealed in Boston, Pittsburgh, Cleveland, San Francisco and Baltimore, where the Westinghouse-owned company represents television stations.

This survey, one in a series of audience dimension analyses being made by TvAR, covered a sample of at least 1,000 homes in each of the five markets where Westinghouse owns a tv station. The study was made in December, 1959, by Pulse Inc.

■ In the five sample cities, women with children under six devoted an average of five hours 17 minutes each weekday to television, while the average day's viewing for other women was four hours and one minute.

"The greater devotion to television by new mothers occurs all through the day," Robert Hoffman, director of marketing and research for TvAR, commented.

"In every hour of the morning, afternoon and evening, their viewing is above the level registered by women with no young children. They spend 43% more time watching tv from 6 a.m. to 6 p.m. and 24% more at night," he said.

■ The difference in the level of nighttime viewing between the two groups of women is greater in the early evening and late evening than during prime evening time. Between 6 and 7 p.m., the tune-in among women with young children is 33% greater than among other women, and 46% greater between 11 p.m. and midnight . . .

"It's apparent that women with youngsters are not the early-to-bedders that one might think, since a greater percent are found watching late night programming than is the case among women who have no young children," Mr. Hoffman said.

Details of the young mothers' study, including breakdowns for each of the five markets, are being furnished to advertisers and agencies by TvAR.

The next study, due in November, will cover viewing by pet owners. #

Hamilton-Pax Sets Campaign

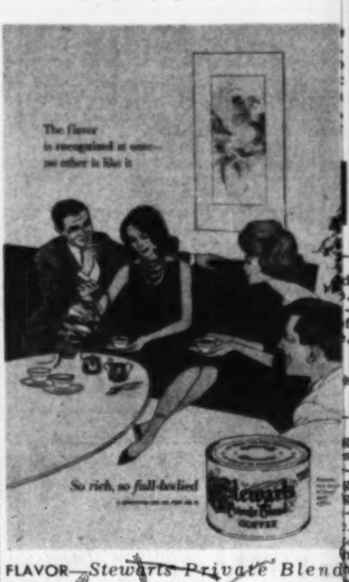
Hamilton-Pax Inc., Chicago, currently is running spreads and pages in 16 business publications and the *Wall Street Journal* to promote its first consumer product—the Registrar combination check writer and check protector. The company, a primary supplier to the automotive industry for 15 years, will kick off a consumer push in November with ads in *Esquire, Playboy, The New Yorker* and five other magazines. Dickinson & Associates, Chicago, is the agency. Hamilton-Pax also has named Wallace E. Dunn, who recently joined the company, a vp in charge of its new consumer products division.

Curran Appoints Three

Curran Co., Advertising, Phoenix, has named Robert J. Lay exec vp. He joined the agency last year. Curran also has named Don Hawkins, formerly ad manager of Wright Mfg. Co., an account executive and John Fondrisi art director.

Mann-Ellis Names Kelly

Ken Kelly, chief art director of Mann-Ellis, New York, has been named a vp.


The flavor is recognized at once—no other is like it
So rich, so full-bodied
Stewarts Private Blend Coffee

FLAVOR—*Stewarts Private Blend Coffee Co., Chicago, opens a newspaper color drive in Chicago with this ad in the Sept. 15 Tribune. Roche, Rickerd & Cleary is the agency.*

Filmways Sells New Comedy TV Show to Studebaker-Packard

NEW YORK, Sept. 8—Filmways Inc., one of the country's biggest tv commercial producers, which has been easing into program production, has scored its biggest show sales coup to date.

Martin Ransohoff, president o Filmways, has sold "Wilbur & Mr. Ed," a situation comedy featuring Alan Young and a talking horse to Studebaker-Packard Corp. for sponsorship by Studebaker Lark dealers throughout the country. The program will be produced by Filmways Inc., which is headed by Al Simon.

The new Studebaker series, a co-op venture by the company and its dealers, will get under way in January. D'Arcy Advertising Co has started clearing time on a spot basis in more than 120 markets.

■ The auto maker will pay all the show costs, including the outlay for commercials. Dealers will contribute the time charges. Sources within the agency say there will be no effort to get time at a local rate as has been done by some competitive dealer groups.

The agency hopes for early evening clearances—say 7 p.m.—to get an all-family audience. D'Arcy convinced dealers that they would be wise not to become involved in the local-national rate hassle. This spot program will supplement Studebaker's sizable network tv schedule, which includes professional and collegiate football and an old Lark favorite, Jack Paar.

■ Besides the "'Wilbur & Mr. Ed,'" project, Filmways is busy with a pilot for a new California National Productions' series, "Desert Patrol." Tv series in the planning stages include "Mr. Aladdin," "Experiment," and "Pandora." Mr Ransohoff is considering syndicating "21 Beacon Street," which was sold to Ford Motor Co. as a summer series in 1959. #

Klein Leaves Freberg

Bob Klein, general manager o Freberg Ltd., Los Angeles, has resigned. For the past two and one-half years he has been in charge of tv, radio and print productio for Freberg campaigns.

Mansfield Joins Chemstrand

Richard G. Mansfield, formerly technical service representative with E. I. du Pont de Nemours & Co., has joined Chemstrand Corp. New York, as a merchandising specialist.

unkist to Vaunt emon as 'Sassy ruit,' 'Helper'

(Continued on Page 12)

ne she goes out shopping."

In making the agency's presen- tion, Richard Heath, chairman its executive committee, said the w approach was the result of the eed: "'Find the inherent drama the product.' We maintain that ery product has inherent drama. is often hard to find but it is ways there and, once found, it is e most interesting and believable all advertising appeals . . . A nkist lemon itself is inherently amatic, one of nature's most per- ct packages.

"A Sunkist lemon, as we see it, a sassy fruit, full of life and oodness, versatile and most use- l around the house. It's nature's eatest flavor lifter. It's mother's tle helper. It's dieter's best iend. It's a natural enemy of irst, as well as the common cold. 's good for health and beauty aid o. And the skin of a lemon is most as useful as its meat and ice. Our lemon advertising talks out a lemon the way it might lk about itself . . . lively, bright, nversational and helpful."

"In order to reach the largest oman audience with as much equency as possible," the 1960-'61 mon campaign will be concen- ated in *Ladies' Home Journal* d *McCall's*. Plans call for six ur-color pages in each of these blications. An ad will appear in e or the other every month of e year, with both carrying ads May and June, when lemon nsumption normally increases.

Incomplete plans for June call r a "How Well Do You Know our Lemons?" sweepstakes pro- otion, to be announced via a full ge four-color ad in *Life*. As w planned, consumers will be ked to rank lemon uses illustrat- l in the ad. If they are ranked in cordance with a ranking estab- shed by "surveys and studies," e consumer will qualify for a eepstakes drawing with a $10,- 0 cash prize to the person whose me is drawn from all qualified tries.

A special campaign will utilize dio in the South. It will be con- entrated in 15 markets which ac- unted for more than 30% of total unkist domestic fresh lemon sales ring the period November, 1959 rough April, 1960. In these mar- ets, 30 to 35 spots will be aired eekly, for 12 weeks, starting in rly summer.

The budget, based on the estab- shed advertising assessment of ½¢ per carton, is estimated at ,325,250. Of this, $350,000 will e used for the schedules in *Ladies' ome Journal* and *McCall's*. Last ear, a $1,330,000 budget broke own as follows: Media and pro- uction for U. S. advertising, $573,- 0, for Canada $55,000, and ex- ort, $125,000; merchandising, 417,000; consumer service, $37,- 0; administrative, $47,000; mis- ellaneous, $58,000. #

hompson Adds 3 Accounts

Ray Thompson & Associates, altimore, has been named to han- le advertising for three new ac- ounts. They are Applied Micro- ave Electronics Inc., Baltimore, esigner and manufacturer of mi- rowave equipment; Eastern Asso- iates, Philadelphia, New York nd Baltimore, manufacturers' rep- esentative, and Electronic Enter- rises, Baltimore, distributor of ndustrial electronics components.

TAPED—*Ampex Audio Co., Sunnyvale, Cal., starts a series of ads with this color bleed page in The New Yorker Sept. 17. Ads will follow in Fortune, Holiday, New York Times Magazine, Saturday Review and Sunset Magazine. McCann-Erickson, San Francisco, is the agency.*

Commander Ads Promote Cigaret as 'Vacuum-Clean'

(Continued from Page 1)

er magazines, plus at least five network tv shows and spots.

Plans call for the use of 104 newspapers, *Coronet*, *Life* and *Look* and a half dozen tobacco business publications, plus such tv shows as "Rawhide," "Perry Mason," "Dobie Gillis," "Route 66" and "Douglas Edwards & the News."

■ "The Commander offers smokers a king-size cigaret that is 5mm longer and slightly larger in circumference than the long-size Philip Morris brand it replaces," said Joseph F. Cullman III, president of Philip Morris. The Commander brand will be offered to smokers in addition to the company's regular-size Philip Morris cigarets.

Back of the new brand is a cigaret-making machine that enables Philip Morris to offer a "vacuum-clean" cigaret with "clean-cut ends" and a smoke of "uniform consistency." The even texture makes Commander "a very slow-burning cigaret" with low burning temperature.

Company officials, who said 104 newspapers would be used in 73 markets to introduce the brand, also announced that the Commander's red, white, blue and gold package was created by its own designers and Walter Landor & Associates, San Francisco. The packaging was created to indicate the brand's extra 5mm of length, as well as its "design continuity" with the current Philip Morris package. Milprint Inc. is responsible for point of sale displays. #

Albacal Starts Drive

Weldon Foods Inc., New York, will break a campaign Sept. 15 for Albacal, metered calorie powdered food concentrate for weight control. It will start with newspaper pages in New York City, northern New Jersey, Westchester and Putnam counties, followed by newspaper campaigns in other major markets. Smith/Greenland Co., New York, is the agency.

Seabrook Appoints Parker

R. L. Parker, who joined Seabrook Farms Co., Seabrook, N. J., in January, 1959, as associate brand manager in the prepared foods division, has been appointed director of market research.

Advertisers Have Field Day at Rome Olympics

(Continued from Page 1)

game directional signals, and 500 5 x 3' boards explaining what events were held where.

All of these structures were in yellow and black, and all bore the AGIP trademark—a six-legged dog with a flaming tongue.

The AGIP parking lots had a total capacity of 40,000 vehicles, and they were manned by 500 AGIP-uniformed attendants.

AGIP gas stations and motels distributed promotional material and literature relating to the games, including a program book, map of Rome, post cards and stickers.

■ Philips, the Dutch electronics company, had one of the most intensive programs.

For the Olympic Village, where athletes, journalists and national delegations were housed, Philips provided 200 radio sets; 150 television sets; 300 Philishave electric shavers; a complete range of radiant heat and radiological appliances for medical purposes; 1,500 writing pads (for journalists) and 1,500 currency exchange calculators.

Philips welcomed visitors to Rome at numerous points. At Rome's central railway station, it put up a 5x40' illuminated sign and maintained three information stands. In conjunction with Esso stations, it distributed program books to motorists entering Italy at six frontier posts. The Philips program books also were distributed to every passenger on KLM and Sabena flights to Rome.

Five Philips mobile information units roamed the city during the games, and the company also brought to Rome all the vehicles in use at the various Philips branches in Italy.

Two of Rome's famous monuments—the Coliseum and the Trinita dei Monti—were floodlit during the games with Philips equipment—and the Philips name was "clearly displayed."

From the beginning of July through mid-September, Philips scheduled a total of 110 insertions in Italian newspapers and magazines, all with an Olympic theme. During the period of the games Philips had posters and illuminated signs showing throughout Rome.

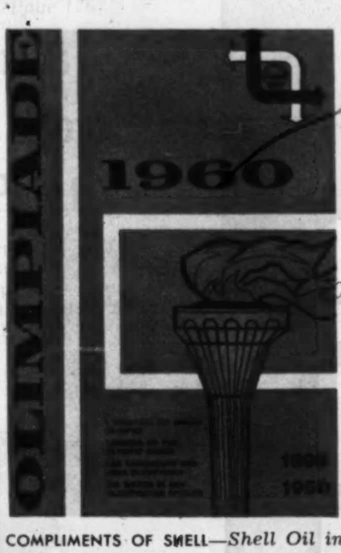
■ Piaggio & Co., maker of the Vespa motor scooter, placed at the disposal of Olympic officials 100 motor scooters and 10 motor scooter vans, all driven by army personnel dressed in Vespa uniforms. In Olympic Village, Vespa joined with Esso in operating a gas and service station.

The Vespa Club of Europe brought to Rome a caravan of 1,000 Vespas from 14 countries. The highlight of this program was a massed demonstration of all the Vespas in St. Peter's Square, during which time the leaders of the club were received by the Pope.

■ Innocenti, maker of the Lambretta motor scooter, contributed 120 Lambrettas for transport of Olympic officials. A number of these scooters followed the runners in the marathon race, with the umpires and timers aboard.

Four large Lambretta service stations were set up, and during the period of the games any Lambretta owner was able to get free repairs.

Innocenti also provided the organizing committee with a helicopter and 30,000 Lambretta-marked plastic cases containing an inflatable rubber pillow to be used on the hard seats of the Velodrome.



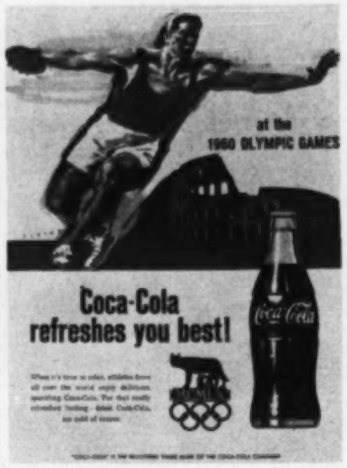
COMPLIMENTS OF SHELL—*Shell Oil in Rome distributed four attractive guides—a program to the games, this booklet showing past winners, and road map-guides to Italy and Rome.*

■ Coca-Cola organized for the Olympic Games with a 5-point program of special advertising and give-aways which included the following:

1. It developed a poster showing a discus thrower against the background of the Coliseum. This was posted on the back of all delivery trucks.

2. It stepped up press advertising, using the discus thrower symbol and the slogan, "Coca-Cola preferred throughout the world."

3. It put up 48 neon signs in Rome and 15 in Naples, on top of kiosks, plus 100 plastic signs in Rome and 50 in Naples. It repainted all kiosks carrying Coca-Cola advertising, and it distributed some 12,000 pieces of advertising material.



OLYMPIC THEME—*A discus thrower against the background of the Coliseum was the illustration developed by Coca-Cola for use in its Olympic Games advertising.*

4. In Olympic Village, Coke had 160 coolers and a large number of vending machines. Some 240,000 free Cokes were distributed to athletes, journalists and Olympic officials during the games.

5. As a good will gesture, Coke gave away to the coaches of the various teams 400 plastic coolers, each with a 12-bottle capacity. These coolers bore only the symbol of the Olympic games.

■ Osram, Italian manufacturer of light bulbs and lighting equipment, built what it called the "strongest electric lamp in the world"—a 75,000-watt affair installed atop an 80' pole across from Rome's central railway station. Osram donated the structure to the city of Rome in an elaborate light-up ceremony witnessed by thousands of Romans and visitors.

■ IBM-Italia, subsidiary of International Business Machines Corp., organized an electronic information center in Rome's Via Veneto, importing a Ramac 305 computer from Germany to answer questions about Olympic performances from all comers.

In conjunction with ANSA, the official Italian news agency, IBM put out daily bulletins capitulating the latest official records of the games. It also provided something that the Olympic authorities are prevented from doing by the rules of the games—point standings by nation.

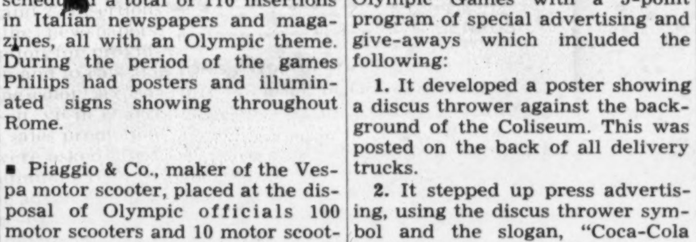
■ Hoover Italiana, importer of Hoover appliances from Britain, supplied the Olympic committee with 500 electric irons, 200 vacuum cleaners and 300 washing machines. It had a sales and service outlet in Olympic Village, and it published a souvenir newspaper for Hoover dealers from Britain who were in Rome as winners of a sales promotion contest.

■ American Trampoline Co., Jefferson, Ia., put up a jumping center in an area located near one of the Olympics event sites. Trampoline fans, young and old, were invited to jump for free on 10 trampolines.

■ Omega, the Swiss watch company, had a stand in Olympic Village, where it offered free repair service for the watches of all athletes. Omega also ran advertising in 17 Italian newspapers to tie its watches to the games.

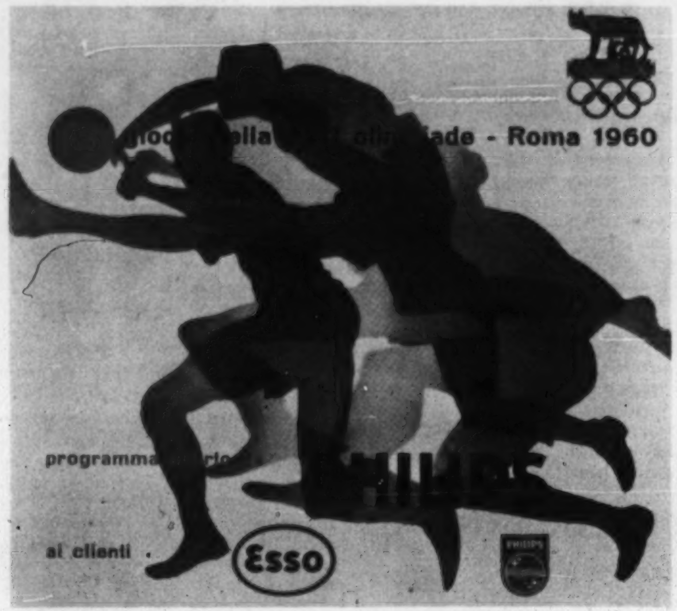
Omega equipment served as the official timepieces for the games, and Omega had an agreement with United Press for the exclusive release by UP of "consulted" photo-finish pictures of events. All of these photographs were to carry an Omega credit.

■ Gillette issued a shaving kit containing a razor, shaving cream and 10 blades to all journalists. #


...and she loves my
LIBERTY
LIFE
INSURANCE
THE IMPORTANT THINGS IN LIFE CALL FOR LIBERTY LIFE!

FIRST—*Liberty Life, Greenville, S. C., is using 24-sheet posters for the first time in the insurer's 55-year history. Some 31 boards in five cities in the company's major marketing area will appear during the remainder of 1960. The cities are Charleston, Columbia, Greenville and Spartanburg, S. C., and Charlotte, N. C. Merrill Anderson Co., New York, is the agency.*

Add Ad Scenes from the XVI OlympiAd



OLYMPIC PROGRAM—*The program was published by Philips and distributed at Esso stations in Rome.*

PORTOGALLO
SPAGNA

OLYMPIC TRANSPORT—*Piaggio & Co., maker of the Vespa motor scooter, provided the Olympic Village with 100 motor scooters and 10 motor scooter vans to transport athletes and officials. In addition, th Vespa Club of Europe organized a caravan of 1,00 Vespas from 14 nations to drive to Rome.*

OMEGA
HELSINKI
STOCKHOLM
PHILISHAVE

TIE-INS—*Osram, Italian electric company, had uniformed boys distributing cardboard sun visors at entrances to Olympic events. Omega watches were the official timepieces for the Olympic Games, and Omega had a stand in Olympic Village where athletes could have their watches repaired. Philips, the Dutch electrical products marketer, in addition to a concurrent ad campaign, had mobile information centers at the Olympics, and it placed at the disposal of athletes and journalists 300 electric shavers like the one shown here, as well as radio and tv receivers. Hoover Italiana, importer of Hoover appliances from Britain, supplied the Olympic organizing committee with 300 washing machines, like the one shown here, as well as with other equipment, including 500 electric irons and 200 vacuum cleaners.*

DANMARK
Coca-Cola

UBIQUITOUS COKE—*The Coca-Cola Shopping Center in Olympic Village had "drink Coca-Cola" in many different languages, along with display of another Coca-Cola Co. brand. Fanta. At the Olympic Village recreation center, two members of the Danish wrestling team chatted (at left) with Italian interpreters at the Coke bar. Coke was also prominent at the training table of the United Arab Republic wrestling team, shown at right.*

"I consider Ad Age the 'Webster' of current events"

says ROBERT G. FARRIS
Director of Advertising & Sales Promotion
Motorola Consumer Products Incorporated

"When I want the 'meaning' behind the latest happenings, the latest trends in advertising, I turn to Advertising Age. The fast reading, detail-packed format makes it easy to keep abreast of developments as they happen. I consider Ad Age the 'Webster' of current events."

Advertising Age
Coffee Marketer Yanks Ads, Hits 'Unfair' Rates

important to important people

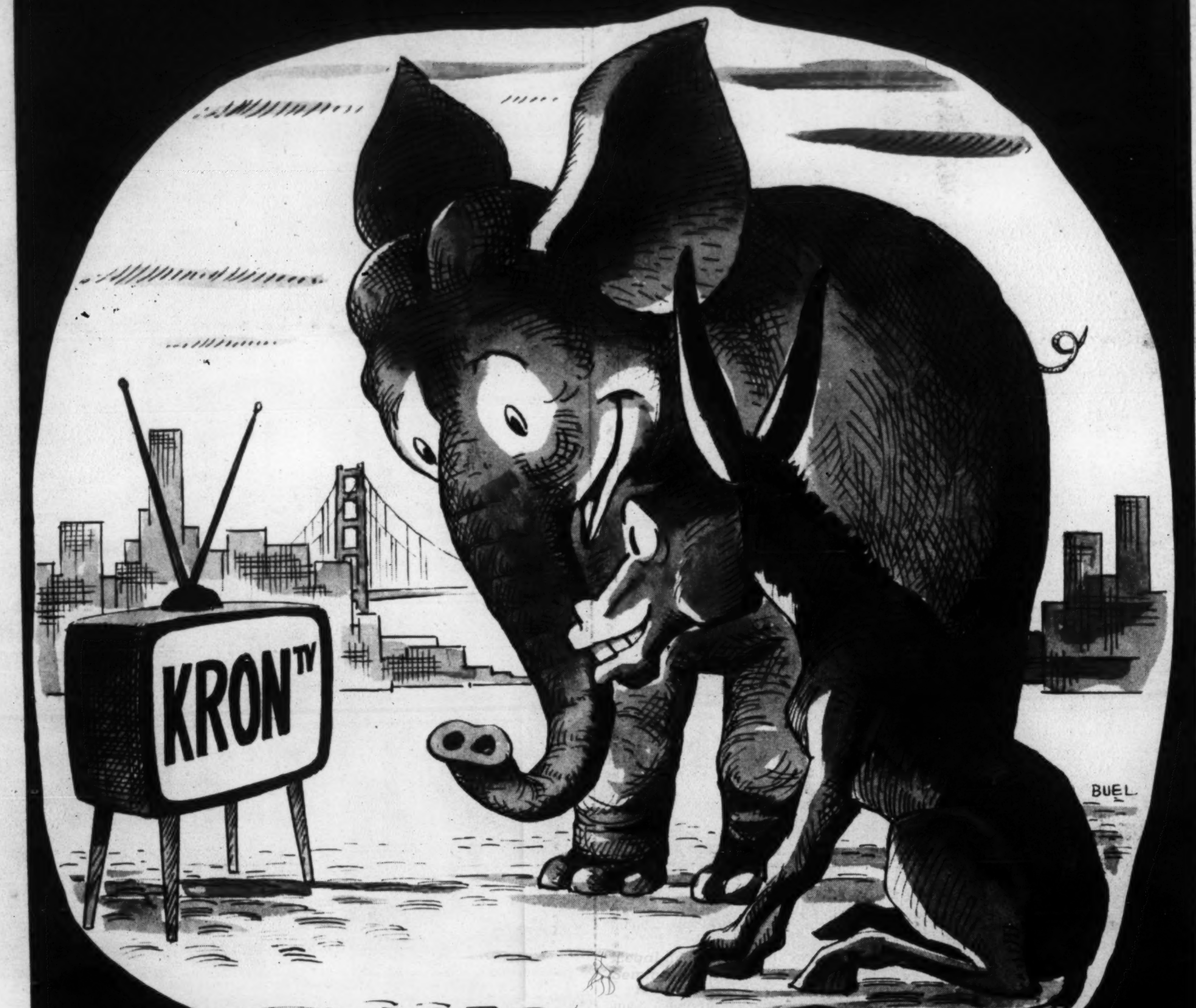
Returning from World War II, Mr. Farris entered the business world in 1946 as district sales manager for the Coleman Co. of Wichita, with the assignment of selling gas lanterns, lamps, gas stoves, etc., to hardware jobbers and retailers in Arkansas, southern Missouri and eastern Oklahoma. He soon became a sales specialist for Coleman and travelled through 24 states conducting sales meetings with distributors and dealers and consulting with distributors on merchandising problems.

During the early 1950s, Mr. Farris served the Crosley Division of Avco Manufacturing Corp., first as field sales promotion manager for white goods, and later as advertising manager for kitchen products and full line activities. After the consolidation of Crosley and Bendix, he was named advertising manager of the Bendix Washer Division.

Prior to joining Motorola in 1958, for several years he had been director of advertising for the O. A. Sutton Co. of Wichita, manufacturers of Vornado fans and air conditioners. As director of advertising and sales promotion in the consumer products division of Motorola, Mr. Farris is responsible for the advertising and merchandising of the company's television, stereophonic high fidelity and radio lines.

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK
ABC ABP NBP *1 Year (52 issues) $3*

KRON is TV in SF



San Franciscans are sold on KRON-TV

KRON/TV REACHES MORE HOMES EACH AVERAGE ¼-HOUR THAN ANY OTHER S. F. AREA STATION

ARB, June, 1960

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

SEAL OF GOOD PRACTICE

Advertising Age
With which is incorporated Advertising Agency Magazine, formerly Advertising & Selling

Second Class Postage Paid at Chicago, Ill. Copyright, 1960, by A rtising Publications, Inc.

September 19, 1960
Volume 31 • Number 38
25 Cents a Copy • $3 a Year
CHICAGO 11 • Published Weekly at
200 E. Illinois St. • DE 7-5200
NEW YORK 17
630 Third Ave. • YU 6-5050

THE NATIONAL NEW PAPER OF MARKETING

Quaker Tests Quota Diet Food in Three Markets

Stockholders Told of Slight Decline in Sales, With Gain in Earnings

CHICAGO, Sept. 14—Quaker Oats Co. disclosed at a stockholders meeting today that it will introduce Quota, a new low-calorie powdered meal product for weight control, in October in Chicago, Milwaukee and Minneapolis-St. Paul.

Quota, which is available in three flavors—vanilla, chocolate and banana—contains protein, calcium, iron, vitamin A, thiamin, riboflavin, niacin and vitamin C. The product contains no drugs nor bulking agents, Quaker said.

Quaker will break an ad campaign for Quota starting Oct. 10 with page ads in the *Chicago Daily News, Chicago Tribune, Milwaukee Journal, Minneapolis Star* and *Tribune* [illegible] the *St. Paul Pioneer-Press.* Tw[illegible] also are scheduled. Spread[illegible] will run in five medical j[illegible]nals—*Bulletin of the Hennepin* [illegible]*unty Medical Society, Chicago Medical Society Bulletin, Milwaukee Medical Society Times, Minnesota Medicine* and *Wisconsin Medical Journal.* J. Walter Thompson Co., Chicago, is the agency.

■ At the same stockholders meeting, the company reported record earnings of $13,523,132 for the fiscal year which ended June 30—a slight gain over 1959 earnings of $13,166,850. Sales for the 1959-'60 year amounted to $321,842,899, down slightly from sales the previous year of $322,162,721. #

New delicious way to stop eating too much!
Look lighter, feel lighter in just one week with new QUOTA by QUAKER.... the balanced, low-calorie meal in a glass!
Quota by Quaker
Quota

QUOTA—*Quaker Oats Co. will launch a campaign for Quota, its new weight control product, on Oct. 10 with ads like this one in dailies in Chicago, Minneapolis-St. Paul and Milwaukee.*

'There Is a Balancing Factor,' Says P&G Head . . .

Ads Merely Offset Pressures of Politics for Public Goods: Morgens

Nation Has Resources to Support Both Public, Private Fields, NICB Told

NEW YORK, Sept. 16—Howard Morgens, president of Procter & Gamble Co., said last night that the people of this country get "just about what they want," and he described as "essentially a backward philosophy" the thesis that the private sector of the economy must be curbed to expand public areas such as education and housing.

Delivering the keynote address at the eighth annual marketing conference of the National Industrial Conference Board, Mr. Morgens defended advertising's role in a free enterprise system—there is a "great deal of nonsense" circulating about advertising today, he said—and replied to those critics who have contended that advertising diverts the nation's resources to commercial products and services, with a resultant neglect of the public sector.

"I am not one to sneer at the proponents of the argument," Mr. Morgens said, "for they are doing a service in directing attention to one aspect of our economic life that requires a lot of thought.

"All of us are vitally concerned about schools, highways and the problems of urban blight. I personally have spent a considerable portion of my time on such matters for years. I have read the development of this argument sympathetically; I have thought a great deal

(Continued on Page 132)

Flora Folk Are Guinea Pigs in Big Ford Test

Whole Illinois Town Is Backdrop for Debut of '61s, Plus Market Study

By Lawrence E. Doherty

FLORA, ILL., Sept. 16—Bill Gatewood's wheat field is a popular place these days, with most of Flora's residents driving by it at one time or another to examine the "crop."

In place of the now-harvested wheat stand row after row of white 1961 Fords, Falcons and Thunderbirds, plus about 200 trucks—most of these painted blue.

On Saturday, Sept. 24, almost every one of Flora's 1,500 car and truck owners will go to the Gatewood farm, just outside of town, to pick up a new Ford vehicle and test drive it for six days, as Flora becomes "Ford Town, U.S.A." (AA, May 16).

This is how the Ford division of Ford Motor Co. will introduce its 1961 line to the press. On Sunday, Sept. 25, about 150 press representatives will descend on this small midwestern city (Pop.: about 6,000) to report on the new models. They will also be able to report early reaction to the cars by Flora drivers.

■ In addition to providing a unique setting for the press introduction of its 1961 models, Ford figures that the event will provide a massive pre-introduction test, showing how Ford dealers are equipped to meet the full transportation needs of an entire community.

By now, most of the work on the massive project (which one competitor predicted flatly "couldn't be done") is completed or near completion. The stream of auto carrier trucks into town, which reached 40 per day at its peak, has eased off.

A string of 11 Pullman cars is being sent in to accommodate press and other visitors, in addition to two local motels which Ford has taken over for the week. A hall and caterers are ready to feed the press corps. And at a special International Business Machines center, the RAMAC 305 computer is being primed to spew forth myriad facts about Flora to inquiring newspaper men.

■ Planning for this unusual event began last April. Ford was seeking a town approximately the size of Flora, and preliminary census figures indicated Flora would be near the population center of the U. S.

Tom Tierney, of the division public relations staff, who first proposed the idea of equipping an entire town with Ford vehicles, was

(Continued on Page 139)

Public Discretion in Buying Aids Economy: Harper

NEW YORK, Sept. 15—Advertising has "a built-in principle of ethical self-discipline," it "serves a valid economic role" and the "conduct and standards of its practitioners compare well with those of any other group of its size in our society."

As a result, added Marion Harper Jr., head of McCann-Erickson, in a speech here before the Society of Magazine Writers, "I have a pride in advertising as an emerging profession."

Mr. Harper, who said he wished to break with "a tone of apology" and defensiveness currently evident among advertising people, conceded that advertising encourages and reflects a "rising materialism."

"But it seems to me most comments on materialism argue that the spiritual or cultural aspects of

(Continued on Page 12)

Kintner Hits 'Boob Catchers'

MINNEAPOLIS, Sept. 15—Federal Trade Commission Chairman Earl Kintner, who earlier in the week said that no bureaucrat or professor or even popularly elected official can have "sufficient wisdom or moral warrant" to make choices for others *(see story on Page 20)*, stressing the same theme sounded by Messrs. Morgens and Harper and by General Foods' Charles G. Mortimer *(see story on Page 86)*, today told the Minneapolis adclub that the advertiser must have respect for his audience.

"The seller who seeks only to catch a boob, milk him dry and cast him aside can expect to operate only on a fly-by-night basis," Mr. Kintner said. #

Timex Considers Agency Switch; Doner VP Leaves

Y&R, DDB, Compton, Warwick & Legler Try for $3,500,000 Account

NEW YORK, Sept. 15—Who will get the Timex account? This was the $3,500,000-plus question this week as Robert E. Mohr, vp and director of sales for U.S. Time Corp., said the future assignment of the account, which has been held by W. B. Doner & Co. and its predecessor agencies since 1953, was "under serious consideration."

Mr. Mohr said U. S. Time may decide in four or five weeks—or by the end of the year at least—whether to stay wth Doner or to move to a larger agency.

U. S. Time, he said, has already talked with Young & Rubicam, which handles the United Kingdom branch of Timex, and with Doyle Dane Bernbach, Warwick & Legler and Compton Advertising. Another meeting is scheduled with Y&R next week and the company expects to see other agencies.

■ Mr. Mohr said U. S. Time started looking for another agency because the company has grown so rapidly that it now feels the need for the kind of merchandising and marketing services that can be provided only by a bigger agency.

The Timex executive also pointed out that there were some internal changes going on within Doner, although he added that Sylvan

Florida Citrus Schedule Faces Post-Donna Cuts

$3,327,000 Program May Be Pared When Hurricane Report Is Heard Oct. 10

LAKELAND, FLA., Sept. 14—The Florida Citrus Commission, still trying to assess the crop loss caused by last weekend's hurricane, today approved in principle a $3,327,000 advertising program, which it was agreed will have to be trimmed somewhat before it goes into effect Nov. 1.

The program, presented by Benton & Bowles, is for the period from Nov. 1 to June 30. It is the major part of the $4,000,000-plus schedule planned for the fiscal year which began July 1. Approximately $700,000 previously had been committed for the summer processed products campaign, which began July 1 and ends Oct. 31.

Since advertising funds of the citrus commission come from a per-box tax on oranges, grapefruit, tangerines and tangelos

(Continued on Page 10)

Last Minute News Flashes

Stewart Named President, Lewis Chairman of K&E

NEW YORK, Sept. 16—Kenyon & Eckhardt will announce on Monday the election of David C. Stewart as president and chief executive officer of the agen . He succeeds William B. Lewis, president since 1951, who becomes airman of the board. Edwin Cox, formerly board chairman, has been amed chairman of the executive committee. With K&E since the end World War II, Mr. Stewart rose through the administrative ranks, vancing to secretary in 1947, treasurer in 1952, senior vp in 1956 an exec vp in 1958. K&E billed $95,000,000 last year, but recently sustai d two major account losses in Radio Corp. of America and Pepsi-Col Co.

George Ab ms Joins J. B. Williams as VP

NEW YORK, ept. 16—George Abrams, formerly president of the Hudnut-DuBa division of Warner-Lambert, a post he resigned last month (AA, . 15), has joined J. B. Williams Co. as vp, corporate development, porting directly to the president, effective Oct. 1. The post is newly eated. Also, Edward Kletter, Williams advertising director, has ad the duties of head of Parkson Advertising, Williams' agency. He tak the place left vacant last July by Ted Bergmann, who joined Revlon advertising vp, a post which Mr. Abrams held before joining Warne ambert last year.

Roulette R ords Spins to Kastor, Hilton

NEW YORK, pt. 16—Roulette Records has appointed Kastor, Hilton, Chesley, Cliffo & Atherton to handle advertising and public relations. With expande onsumer advertising, Roulette expects to spend $500,000 in the ne year. October advertising will be "particularly heavy" in consumer gazines. Mitchell Morrison Co. is the previous agency.

(Additional News Flashes on Page 131)

Taplinger's exit as vp in charge of radio and tv at Doner had "nothing to do with our interest in other agencies."

▪ At mid-week, Mr. Taplinger, who has been paid a salary plus 1% of the radio-tv billings of Timex, and was considered a key man on the account, announced his resignation from the agency. He told ADVERTISING AGE that he left following a disagreement over policy matters.

He said he thought the agency was beginning to follow rather than lead the account; that the "White Papers" public affairs buy on NBC might not be as effective for Timex as purely entertainment programming; and that he didn't see much of a future for himself with his career hingeing on one account that showed signs of being precarious.

Named to replace Mr. Taplinger as tv-radio head at Doner was John Bates, formerly vp and tv director of Lambert & Feasley. Sidney Garfield, president of W. B. Doner & Co., told AA there had been an understanding that there would be a simple release stating that Mr. Taplinger had resigned, but that Mr. Taplinger had made a big story out of it. Mr. Garfield said Mr. Taplinger really was discharged and that he had been permitted to say he resigned as a normal courtesy. He said the Taplinger matter had nothing to do with the status of the Timex account, that all the agency had participated in determining the Timex strategy and that it was an absolute absurdity for Mr. Taplinger to take the credit for the Timex tv strategy.

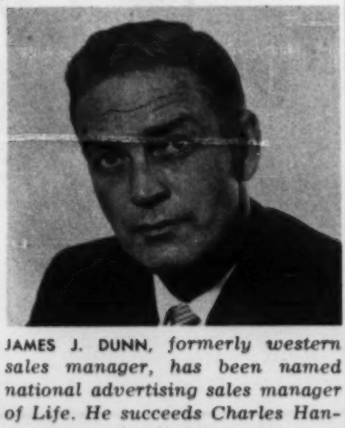
▪ Most of U. S. Time's ad money goes into tv spectaculars. The company has succeeded in latching on to a number of high-rating shows; the John Cameron Swayze-emceed torture tests for the products have made the commercials stand out almost as much as the entertainment.

At week's end Mr. Mohr had a list of 14 specials on his desk for the 1960-'61 season. Eight of these have already been announced. The season gets under way Oct. 21 with an NBC telecast of a Danish circus with Paul Winchell as emcee. A London circus, network to be selected later, also is scheduled.

Two Red Skelton hour specials—a departure from the usual kind of Skelton show, the comedian promises—are set for CBS. Last week (Sept. 12) in its specials chart for the 1960-'61 season, AA erroneously credited these specials to Grey Advertising; they were booked through W. B. Doner & Co.

Latest addition to the Timex lineup is the new NBC "White Paper" series, which will bow Nov. 29 with a program covering the U-2 incident. Timex will present half of each of these six one-hour specials.

Mr. Mohr said negotiations are now in progress for the other four specials. Deals have not yet been set on the price for the talent or for the specific network periods. #



JAMES J. DUNN, *formerly western sales manager, has been named national advertising sales manager of Life. He succeeds Charles Hanson, who died last year.*

ABC May Provide Twin Forms for Free Copy Info

Publisher's Aim in Using Free Circulation Would Be Criterion

NEW YORK, Sept. 15—A solution is "in sight" in the long-term hassle over the inclusion of unpaid distribution in Audit Bureau of Circulations' publishers' statements and audit reports for business publications.

This was the opinion, expressed in an interview with ADVERTISING AGE yesterday, by the two business paper directors on the ABC board, Thomas B. Haire, of Haire Publishing, and William D. Littleford, of Billboard Publishing. Mr. Haire is chairman of the ABC's business paper marketing services committee.

The interview grew out of last week's ABC announcement that the board had killed a rule which would have eliminated all reference to unpaid distribution from publishers' statements and audit reports (AA, Sept. 12).

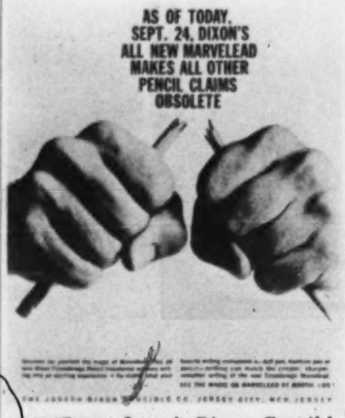
Mr. Haire and Mr. Littleford indicated that the new "possible solution" came in a proposal which was unanimously approved by the ABC board last week, but which has not been made public officially by that organization.

▪ The proposal—which conceivably could become ABC law in a matter of months—involved two audit statements. One—on a blue form essentially the same as is now used—would be available to business paper publishers using free distribution solely as a means of increasing their paid lists. This statement would report only the quantity of their free distribution.

The second statement—which would appear on a differently colored form—would be available to publishers using free distribution to supplement the coverage provided by the paid portions of their circulation. This statement would give breakdowns of the unpaid, such as occupational and geographic classifications.

This two-headed proposal, according to Mr. Haire, stemmed from ABC's belief that space buyers should have full information on all distribution, and also from

(Continued on Page 132)


AS OF TODAY, SEPT. 24, DIXON'S ALL NEW MARVELEAD MAKES ALL OTHER PENCIL CLAIMS OBSOLETE

MARVELEAD—*Joseph Dixon Crucible Co., Jersey City, will run ads in magazines this fall to introduce its "virtually unbreakable" Marvelead, which the company claims is "as nearly a perfect ledd as can be achieved." Hicks & Greist, New York, is the agency.*

Ronson Sets Drive in Print, Outdoor

NEW YORK, Sept. 15—Ronson Corp. plans to use magazines, 30-sheet posters and Sunday supplements to push its new line of lighters, accessories and appliances.

Among the magazines will be *Esquire*, which will carry a three-page cover gatefold in color in its December issue for the new Varaflame and other Ronson lighters. A two-page version of the ad will appear in *Sports Illustrated* and *The New Yorker*.

Ronson also will use *Coronet, Good Housekeeping, Hairdo, Holiday, House Beautiful, Ladies' Home Journal, Look, McCall's, Seventeen, New York Times Magazine, The Saturday Evening Post, True, TV Guide* and *Vogue*. The supplements will be *Family Weekly*, First Three Markets Group, *Parade* and *This Week Magazine*. The 30-sheet posters will appear in 103 markets beginning in November.

Norman, Craig & Kummel placed the advertising. #

Sealy Launches Fall Push

Sealy Inc., Chicago, launched its fall advertising campaign with a four-color page ad in the Sept. 5 issue of *Life* for its Quilted With Foam mattress and matching box spring with special features. The fall push is designed to stimulate public interest in purchasing better bedding.

National City Trust Push Is Departure From Usual Banking Advertisement

NEW YORK, Sept. 14—The trust division of the First National City Bank of New York will break a full-scale ad campaign running "well into six figures" and geared to go on for years on Sept. 26.

Aimed at the well-to-do executives who are likely to be lounging around the sunny resorts of the world, the campaign is a major departure from the usual run of bank advertising, it is said.

At stake are millions invested throughout the world. According to Wray Kennedy, vp and supervisor of the account for Mogul Williams & Saylor, the agency, "The ramifications are far more critical than the advertising of a toothpaste."

He added that few trust companies in the U.S. can sustain a campaign like this. The branching out into a full-scale campaign of this kind, he said, is something for the ad business to keep an eye on.

▪ National City's campaign will kick off in *U.S. News & World Report* with a full-color bleed ad showing a picturesque scene in Caracas, Venezuela. The Caracas ad will also run in *Holiday* and *Business Week*.

The second ad, showing a scene in Kingston, Jamaica, is scheduled for Oct. 3 in *The New Yorker*, Oct. 31 in *U.S. News* and Oct. 16 in the *New York Times Magazine*. It will also appear in *Holiday*.

MARKET
Market Signals
The First National City Bank of New York

Future ads will feature San Juan, Puerto Rico; Mexico City; London; Paris; Ildewild Airport; and Frankfurt, Germany.

These magazine ads will be backed by local newspaper ads.

▪ Although specifically a trust division campaign, the ads will run under the logotype of the over-all organization, whose assets on March 31 were reported at almost $8 billion. The trust division assets are put at $155,000,000.

Several of the ads will be tied in with the opening of new branches in various foreign countries. The bank has about 90 branches in greater New York and about 90 in the rest of the world, and boasts of having survived the revolutions in Argentina and Venezuela. Presently, it is also holding on in

(Continued on Page 12)

Merger of Bates, Spitzer & Mills Is Set for Sept. 21

Acquisition of Canadian Shop Hikes Bates Billings to $150,000,000 Level

TORONTO, Sept. 16—Ted Bates & Co., New York agency that last year billed $120,000,000, and Spitzer & Mills, a Canadian shop that billed $6,000,000 in 1959, will sign a merger agreement next Wednesday afternoon, Sept. 21. The new agency will be known to Canadians as Spitzer, Mills & Bates Ltd.

Announcement of the merger confirmed rumors dating back three months (AA, June 6). Only last week, neither agency would confirm the merger move when Sunkist Growers moved its account out of Spitzer & Mills, apparently because of a looming conflict with Minute Maid, a long-time Bates account (AA, Sept. 12).

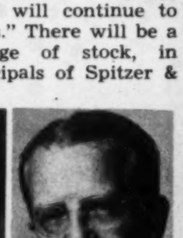
In July last year, the Bates agency acquired John Hobson & Partners, London. The English shop—which had reported its billings at the $7,000,000 level—now operates as Hobson, Bates & Partners.

G. F. Mills

T. L. Bates

▪ Spitzer, Mills & Bates will continue as a Canadian company, "and Canadians will continue to run the business." There will be a mutual exchange of stock, in which the principals of Spitzer & Mills and of Bates become stockholders in each other.

J. W. Spitzer



W. H. Reid

G. F. Mills, chairman of Spitzer & Mills, will continue as chairman and director of Spitzer, Mills & Bates. J. W. Spitzer will con-

(Continued on Page 44)

Highlights of This Week's Issue

David R. Fenwick, vp of Grant Advertising, files suit for $2,800,000 in Los Angeles superior court against Bank of America, charging the bank's charge account plan using Bankamericard is based upon and patterned after a plan he first proposed to them in 1952. **Page 4**

Earl W. Kintner, chairman of the Federal Trade Commission, says advertising is capable of putting its own house in order—without any need for more and more government regulation. ....**Page 20**

Gordon Broadcasting Co. files a $1,328,000 lawsuit charging "malicious intent to injure" and "deception of the public" against McLendon Pacific Corp. ..**Page 28**

Sun Chemical Corp. purchases Artistic Mfg. Co. and Dyna-Foam Corp. and forms a new group to produce packaging materials, laminated and foam thermoplastic products. ....**Page 28**

Advertising Research Foundation report shows that seven out of eight homes in this country were equipped with at least one television set in May, 1960 ....**Page 34**

All private tv stations linked with Canadian Broadcasting Corp. networks have been declared "forbidden territory" for private interests now planning a second tv network ....**Page 40**

Fifty independent newsstand wholesalers organize National Independent Sales Co. to handle subscription sales for magazines and periodicals ....**Page 42**

The Post Office Department's legal staff studies contest rules in an effort to get assurance that "chance" isn't a big factor in the selection of winners **Page 44**

Broadcast Time Sales survey reveals that the time buying profession needs upgrading. ....**Page 66**

Standard Oil Co. (Indiana) and D'Arcy Advertising Co. collaborate in the preparation of the company's over-all marketing platform, via task groups composed of representatives of six Standard Oil departments and D'Arcy. ....**Page 74**

Aero-Master Inc.'s direct mail advertising pinpointed on a "free trial offer" produces sales that run consistently better than 85% of total trials, even though the merchandise carries a minimum initial cost of $132.50 and is offered to an industrial market. ....**Page 90**

American Assn. of Advertising Agencies booklets give some broad basics on the handling of spot radio and spot television. ....**Page 94**

TV-Q, division of Home Testing Institute, adds new service for rating of tv personalities popularity. ....**Page 98**

Calvert Distillers fall advertising campaign centers around a $1,000,000 insurance policy with Lloyd's of London **Page 100**

Federal Trade Commission charges Glamorene Inc., Sissel Inc., and Glamour Products with false advertising **Page 108**

Westinghouse Electric Corp. Atlantic Region, Westinghouse distributor, schedules a $250,000 fall ad program in the Philadelphia area for its tv and stereo-hi-fi products using newspapers, tv, radio, outdoor and TV Guide. ....**Page 130**

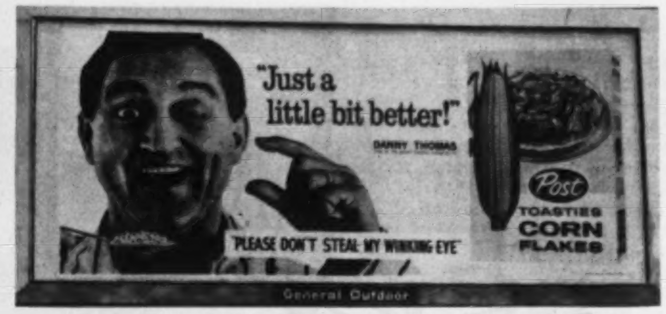
Mart study indicates appliance dealers may experience near-record unit sales this year, but dollar sales volume probably won't reach the level attained in 1959. ....**Page 137**

FIGURES TO FILE

Consumer Magazine Linage .... **Page 60**
Costs of Cigaret Advertising, 1952-1959 .... **Page 126**
Nielsen Network TV .... **Page 134**
Videodex Network TV .... **Page 134**
Network Tv Gross Time Billings .... **Page 138**

REGULAR FEATURES

Advertising Market Place 135
Along Media Path 104
Biz Quiz 116
Coming Conventions 78
Consumer Magazine Linage 60
Creative Man's Corner 114
Editorials 16
Employe Communications 116
Getting Personal 18
Information for Advertisers 68
Learning from Retail Ads 122
Obituaries 12, 84, 104, 138
On the Merchandising Front 116
Photographic Review 92
Rough Proofs 16
This Week in Washington 6
Voice of the Advertiser 128
What They're Saying 16


"Just a little bit better!"
DANNY THOMAS
Post
TOASTIES CORN FLAKES
"PLEASE DON'T STEAL MY WINKING EYE"
General Outdoor

EYE CATCHER—*Youngsters have been stealing the winking eye on Post's outdoor advertisements; here is one bearing a plea that the eye be left intact.*

Vandals Snitch Outdoor Gimmick Quick as a Wink

NEW YORK, Sept. 14—When the Post cereals division of General Foods Corp., White Plains, introduced its winking-eye outdoor campaign (AA, June 27), it did not imagine that it would have to set up an eye bank as well.

But up and down the country, the advertisements featuring tv personalities Danny Thomas, Ann Sothern and Betty Hutton winking to one and all, have been having a great deal of eye trouble.

Hundreds of youngsters have been stealing the eye devices—without batting an eyelid themselves—and installing them on their clubhouse doors, or posting them up on street poles.

Some kids have even taken pot shots at the eyes with their shotguns. And there are reports from the Middle West of winking eyes adorning rear windows of local hot-rods.

■ The upshot has been that replacements are being called for by the hundreds—and the eye-catching disease was so prevalent that Benton & Bowles, Post's agency, has been plastering the outdoor ads with giant strips reading, "Please don't steal my winking eye."

Each eye measures 1½' square and is attached to the ad by special adhesive or by screws. The youngsters either pry off the adhesive with long poles, or climb up and saw off the eye.

The winking-eye technique, created and manufactured by Pictorial Productions, Mount Vernon, N. Y., whose president, Victor Anderson, is the inventor, is called the Vari-Vue process.

According to the agency, a multiplicity of images contained in the unit are "activated" by the viewer as he passes by the poster. From two to 12 images are prepared, either as artwork or via photographs. These images are combined to make a printing plate which contains the entire cycle of the animation in one impression.

When the scrambled images are placed behind a plastic sheet made up of many linear lenses, the passer-by sees one image at a time, getting the impression that the eye is winking.

■ Now Post and the agency are wondering whether they have found the way to stop the eye snatchers—or whether the plea to "Please don't steal my winking eye" is going to give more youngsters ideas.

Keeping an eye on this campaign has become quite a handful.

Smiler Elected VP

Modern Medicine Publications, Minneapolis, has appointed Bernard A. Smiler a vp. Mr. Smiler, who will continue to headquarter in the New York sales office, joined the company in 1933.

Opinion Researchers Get Well Fed as Well as Fed Up

CAMDEN, N.J., Sept. 14—Lo, the poor, often-maligned opinion researcher: Besides the plaint of unasked consumers that "nobody ever asks me," he has to contend with biting dogs and often sits in as Solomon to family problems.

This bit of information is reported by Campbell Soup Co., which states that in a 12-month period just ended, it has posed about 1,000,000 questions to 94,000 individuals all over the U. S. to find out what people are eating and what they would like to eat. But it's not easy.

■ Some talky consumers take 90 minutes to give their opinions, but "not everything always goes smoothly," according to James F. Merriman, Campbell manager of marketing research. "Our researchers occasionally have been bitten by dogs, asked to settle family problems, urged to sample numerous favorite recipes and even to baby sit. Usually, the researchers oblige when they can.

"In the housewife's enthusiam for food talk, she sometimes insists on fixing up a serving of what she's talking about so that the researcher can have a 'taste' . . . sometimes large enough for a double-size portion and several 'tastes' a day really mount up."

■ Mr. Merriman said the surveys are generally designed to tell the company four things: (1) how it might improve present products, (2) how people might react to contemplated products, (3) what people think of products being market-tested, and (4) how people compare Campbell products with those of competitors.

In making a comparative evaluation, Mr. Merriman said, unlabeled samples of various products are given to individual homemakers with the request that they serve the coded samples to their families under identical conditions. Researchers then return to question each member of the families.

Information obtained assists the company to achieve new excellence, keep abreast of consumer needs, and help the housewife build better meals, he said. #

'BH&G' Idea Center Program Reaches 1,000 Dealer Mark

Better Homes & Gardens, which launched a new BH&G Idea Center program in June (AA, June 20), has announced that it has reached its initial goal of 1,000 dealers in the first three months of the continuing merchandising program. Under terms of the program, the dealer agrees to "feature and promote *BH&G* advertised brands" and the "Idea Center four times a year in his regular promotion." Set up on the building material dealer's premises, the BH&G Idea Center is a compact "browsing room" display unit.

Cost of the program to dealers already signed is $149.50. Effective Sept. 15, the price is $179.50.

Back in Net TV . . .

Esquire Drive to Push Its New No-Odor Polish

NEW YORK, Sept. 13—Things are cooking in the shoe polish field—but there's no smell to go with it. Sept. 26 will see Knomark Inc., maker of the Esquire line, kick off a massive ad campaign featuring a no-odor boot polish. An estimated $2,000,000 will be invested in this campaign.

The new product, developed by Knomark, a wholly-owned subsidiary of Revlon Inc., will be the company's major weapon to meet the potent competition of the latest challenger in the field, S. C. Johnson & Son, Racine, Wis.

Coming Back Strong

NEW YORK, Sept. 15—Television debut for Esquire's no-odor shoe polish will be a double-barrel network affair. The company will get what its agency, Mogul Williams & Saylor, calls a terrific bonus on the Person to Person (CBS-TV) show at 8 p.m., when Democratic Presidential candidate, Sen. John Kennedy, will be interviewed. An hour and a half later, Esquire will be sponsor of "Witness," also on CBS-TV. #

Johnson kicked off tests in March for a new line of shoe polishes, and subsequently went national. Until the Johnson challenge, the shoe polish industry was a relatively placid field, with Knomark's Esquire lines reportedly holding about 45% of sales, while the other major competitors such as Griffith and Kiwi "nowhere near that mark."

'No Odor'
ESQUIRE BOOT POLISH
actually 'Deep-Polishes' the leather!
ESQUIRE

FIRST AND ONLY—*Knomark Inc., New York, will launch its biggest ad campaign with this full-page, two-color ad in Life on Sept. 26.*

But the entry of Johnson, according to ADVERTISING AGE's industry sources, have caused Kno-

(Continued on Page 103)

Poorman, Butler Alters Name

Poorman, Butler & Associates, Muncie, Ind., has changed its name to R. J. Poorman & Associates. At the same time, Robert M. Klein, media director and account executive, and John B. Lukens, account executive, have been appointed vps. John C. Butler resigned as exec vp about a year ago to join Louis E. Wade Inc., Fort Wayne.

BBDO Adds Montreal Station

Batten, Barton, Durstine & Osborn, Montreal, has been named to direct advertising for CFTM-TV, new French tv station in Montreal. The account is estimated to involve about $100,000 a year in billings. BBDO also directs advertising for CKAC, Montreal, French radio station.

23 Brands Spend Record $151,565,297 . . .

Per Carton Cigaret Ad Costs Hit 6.6¢ in '59

Cigaret Makers Boost Their Ad Spending and Register Record Sales

By Helen Conlin

CHICAGO, Sept. 15—It was a record year all around in 1959 for tobacco merchants as cigaret sales, measured media ad spending and the average ad cost per carton reached their highest peaks in the history of ADVERTISING AGE's annual copyrighted study of cigaret advertising costs.

Six tobacco companies offering 23 cigaret brands spent a record $151,565,297 in measured media in 1959 to move 453 billion cigarets. In 1958, 20 brands spent $115,988,128 in measured media and sold 424 billion cigarets.

Four new entries helped lift over-all spending and sales. They were two menthol filters—Alpine (Philip Morris) and Spring (P. Lorillard), and two king filters—Life (Brown & Williamson) and Duke (Liggett & Myers). R. J. Reynolds' king-size Cavalier dropped out of the study this year.

The cigaret sales figures used are taken from *Business Week's* annual survey.

■ The AA study points up the fact that it cost an average of $33.45 per million cigarets sold, or 6.6¢ per carton, to advertise the brands listed in the study. In 1958 it cost an average of $27.35 per million cigarets sold, or 5.4¢ per carton, for 20 brands covered in that survey.

Filters took 50% of the market in 1959, while non-filter regulars

(Continued on Page 126)

52 Dailies Alter Color Rules to Take 4 Roses Ads

NEW YORK, Sept. 16—Four Roses Distillers, after long negotiations with newspaper publishers aimed at reducing minimum size requirements for r.o.p. color units from 1,000 lines to 600 and 800 lines (AA, Aug. 15), said today that 52 of 88 newspapers have accepted two-color schedules "including 600-line minimum units."

Of the other 36 newspapers, "some refused the campaign, while others indicated they have not yet been able to work out the problem of handling less than 1,000-line color units."

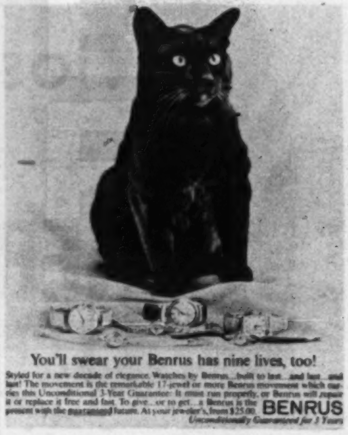
■ Schedules of 20 and 27 insertions were offered to the newspapers, with a five-day option for providing desired position and to ease the problem of handling color, according to Jack Kaduson, vp in charge of advertising and sales promotion. The newspapers were asked "first, to reduce their minimum requirement for two-color ads to 600 lines and, second, to re-examine their cost figures for the mechanical handling of spot color in view of the high frequency with which the ads would be placed."

Mr. Kaduson and George Leithner, of Young & Rubicam, the Four Roses agency, indicated satisfaction with results so far. They said they made "clearly evident" the forward thinking of newspapers. #

Benrus Shifts Ad Stress from TV into Print

NEW YORK, Sept. 13—Benrus Watch Co., primarily a radio-tv advertiser for the past 20 years, is switching about 60% of its budget to print for its fall and Christmas campaign.

B&w and color pages and half pages will run in 14 magazines in October, November and December. The magazines are *Argosy, Ebony, Farm Journal, Field & Stream, Good Housekeeping, Ladies' Home Journal, Life, Look, McCall's, New York Times Magazine, Parents' Magazine, Sports Afield, The Saturday Evening Post* and *True*.



LONG LIVED—*Benrus Watch will run this full page in October issues of magazines as its first major print campaign in 20 years.*

The Benrus broadcasting effort will be the co-sponsorship of "The Wizard of Oz" (CBS-TV) Dec. 11.

Grey Advertising Agency handles Benrus. #

Sponsors Huddle as College, Pro Gridders Kick Off Broadcast Season

ABC-TV No Longer Warms Bench; Brewers Top Lineup of Sponsors

NEW YORK, Sept. 13—Football fans who don't have a yen for beer now may change their minds by the end of the gridiron season, as a result of the extensive lineup of brewers who will be sponsoring the fall sport throughout the country. Next to brewers, a heavy portion of the sponsors will be made up of oil, tobacco, razor and auto companies.

ABC-TV, which formerly sat on the sidelines during much of the football season, will take the lead among the networks in covering the sport. Last spring, ABC signed a five-year contract with the new professional American Football League for exclusive tv coverage of its games. The agreement calls for the network to pay the league $125,000 for each of the 17 games each season.

Earlier this year, NBC lost its rights to telecast the 13-game regular season of the National Colle-

(Continued on Page 56)

Adman Sues, Says Bank of America Credit Plan Is His

Fenwick Says He Made Presentation of Idea During 1952 and 1953

LOS ANGELES, Sept. 13—A suit for $2,800,000 against Bank of America has been filed in superior court here by David R. Fenwick, an adman who charges the bank's charge account plan using the Bankamericard is based upon and patterned after a plan he first proposed to them in 1952.

Mr. Fenwick is a vp of Grant Advertising here, which recently merged with Robinson, Fenwick & Haynes, in which he was a principal, but he has entered the suit as an individual. At the time the plan was submitted he was with Calkins & Holden, which is not a party to the suit.

▪ When ADVERTISING AGE called Charles Stuart Jr., the bank's ad manager in San Francisco, Mr. Stuart said only the bank's public relations department in Los Angeles makes statements to the press.

Reached in Los Angeles, Emerson Johnson issued this statement:

"There never was any contract, to begin with. The plan he says he put together is not the plan we are using."

▪ Discussing the suit with ADVERTISING AGE, Mr. Fenwick asserted he brought it principally to strike a blow in behalf of the creative efforts of individuals and agencies, who develop ideas with the expectation they will be employed if accepted.

"When you are requested to develop a plan, and you come up with one that works, you are entitled to compensation," he said. He views his suit as going on record to assert for agencies and professional admen the right to their ideas and plans, "especially when submitted on request. This is not the same as someone off the street."

In essence, the suit relates the history of Mr. Fenwick's dealings with Bank of America, starting back in 1952. At that time, he says, a mutual friend brought him together with Henry Buccello, then advertising director of Bank of America. Mr. Fenwick says, "I was introduced as a highly qualified adman who might be of some assistance in a contemplated program for the bank's upcoming 50th anniversary year."

▪ Mr. Fenwick says he knew the bank had a well-established agency relationship and was not seeking to interfere with that, but he thought the bank might be interested in employing another agency for a special anniversary campaign.

Mr. Buccello said the idea of an anniversary campaign had been considered but dropped. Then, according to Mr. Fenwick, Mr. Buccello said, "What we're really looking for is an idea to get small commercial accounts."

Mr. Fenwick says his immediate reaction was, "Why don't you establish a credit card plan for retailers, similar to that of the Diners' Club for restaurants?" He says he visualized the plan as being for small retailers, who do not go in for personal charge accounts, because of the problems involved, and the nature of their business which does not lend itself to regular charge accounts, i.e., florists, hardware stores.

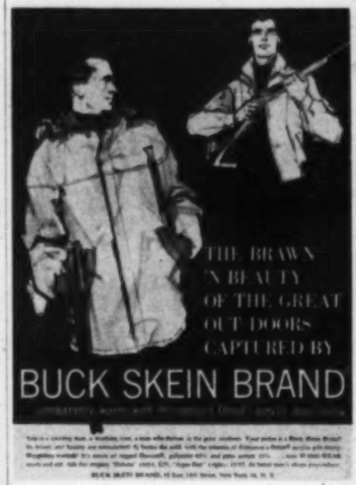
▪ Mr. Fenwick asserts Mr. Buccello reacted favorably, and that he was asked to make a presentation of the idea, which he did on Dec. 12, 1952. The suit states that at that time "an express oral promise and representation" was made that "if and when defendant should thereafter use any program or system incorporating or based upon or patterned after any such idea or plan . . . defendant would employ plaintiff to perform all advertising and related services . . ."

The first plan presented by Mr. Fenwick was designated Check-Plan charge account. Subsequently, the suit charges, he made two more presentations, on March 11, 1953, and on June 17, 1953, in which the original plan was subjected to "analysis, revision and expansion."

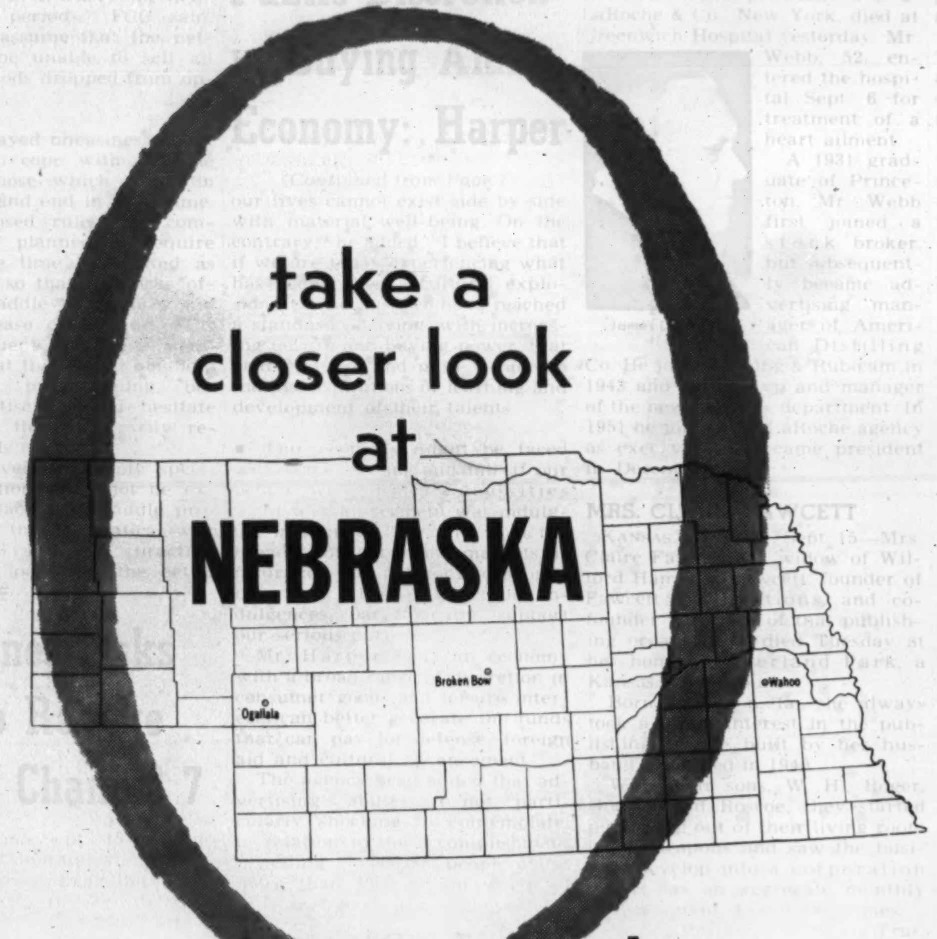
The suit also asserts that on request, a fourth presentation, summarizing the first three, was given March 11, 1954. At this point, Mr. Fenwick re-designated the plan as Bank of America Charga-Plan.

▪ All the presentations were, Mr. Fenwick says, discussed at meetings of the bank's junior executive committee, which finally, he says, decided the Bank of America did not want to get into the credit card business.

Mr. Fenwick says that in 1958 he became aware that the bank had tested the plan it is now using, and that he recognized actual phrases used in his presentation. The plan is now in use throughout the state. He says he decided on the suit after friends who knew he had submitted the plan urged him to take action, "as a service to the industry, and a method of obtaining compensation for his idea." #


THE BRAWN 'N BEAUTY OF THE GREAT OUT-DOORS CAPTURED BY
BUCK SKEIN BRAND

BRAWN 'N—*Lustberg-Nast Co., New York, will use color pages like this in Sports Illustrated (Oct. 3); New York Times Magazine (Oct. 15) and Esquire (November), plus a smaller unit used in the September Playboy. Advertising Associates is the agency.*



take a closer look at NEBRASKA

maha World-Herald

Daily: 250,113 less than 5% duplication

Sunday: 261,701 — ABC 3-31-60

Discounts Up to 24% Available

Wahoo . . . Ogallala . . . Broken Bow . . . names you find on a map of Nebraska. But no map shows the rich complex of Empires such towns serve—Empires of Beef, Corn, Wheat, Petroleum and Industry.

One medium covers that market. The OMAHA WORLD-HERALD goes into 52% of the homes in Nebraska six days a week; 55% on Sunday. It wraps up the entire state of Nebraska plus 10 key counties of Western Iowa into one big, profitable market package for you.

O'MARA & ORMSBEE, INC., National Representatives
New York • Chicago • Detroit • Los Angeles • San Francisco

Greensboro-
GREEN THUMB OF THE NEW SOUTH'S MARKETS
VA
N C
ARK
MISS
LA
ALA
GA
S C
FLA

In the Top 20 in Total Retail Sales

General Merchandise Sales Grow Faster in Greensboro

In category after category, Greensboro stands out among the NEW South's top 25 markets—ahead of Charlotte, Jacksonville, Norfolk-Portsmouth and closely following top markets like Louisville and Birmingham. Enter this thriving market through the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation: over 400,000 readers.

Write on company letterhead for *"1959 Major U. S. Markets Analysis"* Brochure of all 292 Metropolitan Markets.

Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.

The most powerful selling force in print

This Week
MAGAZINE

CIRCULATION MORE THAN

13,000,000

This Week in Washington . . .

High Court to Decide if FTC Can Get Confidential Census Bureau Figures

By Stanley E. Cohen
Washington Editor

WASHINGTON, Sept. 15—The Supreme Court will decide soon whether census returns are as confidential as the Census Bureau thinks they ought to be.

As part of its increasingly sophisticated program to measure economic trends, the bureau asks business for highly confidential details about sales. For years it has been assuring business men that census reports are so secret that respondents can even keep copies in their own files without fear that they will be turned against them for law enforcement purposes.

Now the Federal Trade Commission is trying to get its hands on census forms from the files of a Chicago dairy company. FTC has been telling the courts that the Census Bureau promised more immunity than it is authorized to give.

■ In the early stages of the litigation, the verdict has been against FTC. The court of appeals said, "The U. S. has given its word and should be permitted to keep it." But FTC thinks the integrity of its subpoena power is at stake. In the Supreme Court it contends that no one can stop an FTC subpoena unless he can cite a specific congressional act to back him up.

The controversy has the government split into factions. Census people fear their whole fabric of relationships with business will be torn asunder. Anti-trust lawyers see "culprits" escaping "justice" for unnecessarily long periods. Legal tacticians enjoy the stimulating debates over the majesty of the subpoena power.

■ The Census Bureau says it can't publish significant statistics about business developments unless business will supply highly specific details about its affairs, and that this can't be expected if the information gets into the hands of law enforcement officers.

FTC's trustbusters reply that they have a job to do, too. They find nothing in Census Bureau's basic law to provide immunity for carbons in company files. As they see it, litigants already have too many rights. They feel no obligation to give any that can't be demanded on the basis of law.

■ A few years ago the anti-trust division of the Department of Justice was beaten back when it tried to raid the files of the Census Bureau. In the current dispute, FTC acknowledges that it can't touch the originals; but it says any document in company files—including the carbons of census reports—is fair game.

Before the issue went to court, the ethics and legalities were thrashed out by government lawyers behind closed doors. Commerce Department's legal staff, which represents the Census Bureau, argued that the companies do the government a favor by filling out the form and keeping the carbon.

■ Because it is often necessary to check a specific figure with a company by long distance phone, Census Bureau supplies the blank for the duplicate and suggests that it be retained in the company file. In the pre-litigation maneuvering, Census even tried to convince FTC that the carbon in the company file could almost be regarded as government property—lodged with the company for the convenience of the government.

FTC isn't impressed by the Census protests. It notes that even income tax forms are subject to subpoena. So why the fuss about the carbon of a census inquiry?

■ The difference, according to Census, is that income taxes are compulsory, while much of the data collected on census forms can't be required by law. "FTC's position is cannibalistic," the Census people complain. "They want us to publish statistics; but they scare off the people we coax into cooperating with us."

Census Bureau got support from the Bureau of the Budget—an arm of the White House. But as an independent agency, FTC was not bound to respect the Budget Bureau's opinion.

Since 1956, FTC has been engrossed in complicated litigation over a series of 131 mergers involving Beatrice Foods, Chicago. By obtaining sales-by-product secrets from the company's census forms, it hoped to show that the mergers enabled Beatrice to substantially increase its market share for a number of important dairy products.

■ Casting a cloud over the whole controversy is the lingering question: Is this scrap worth while? FTC's hearings on the Beatrice case have been tied up for months, waiting for the outcome of the litigation over the census forms. In considerably less time, FTC could have drawn up its own questionnaire, and used the same subpoena power to obtain information direct from Beatrice.

Nor are the long-run legal stakes anywhere near as high as FTC likes to believe. If FTC wins, Census Bureau will develop new procedures so that companies won't have to keep embarrassing information where it can be picked up by enforcement officers. If that fails, Congress will be asked to give the immunity that the bureau needs if census work is to go ahead without interruption.

Is FTC's cause so good that it must be pursued, despite the embarrassment it causes the Census Bureau? Apparently not. The Solicitor General of U.S., who ordinarily speaks for the government in the Supreme Court, refused to sign his name to the "government's" appeal brief. #

'Legal Restraints & Advertising' Seminar Slated for October

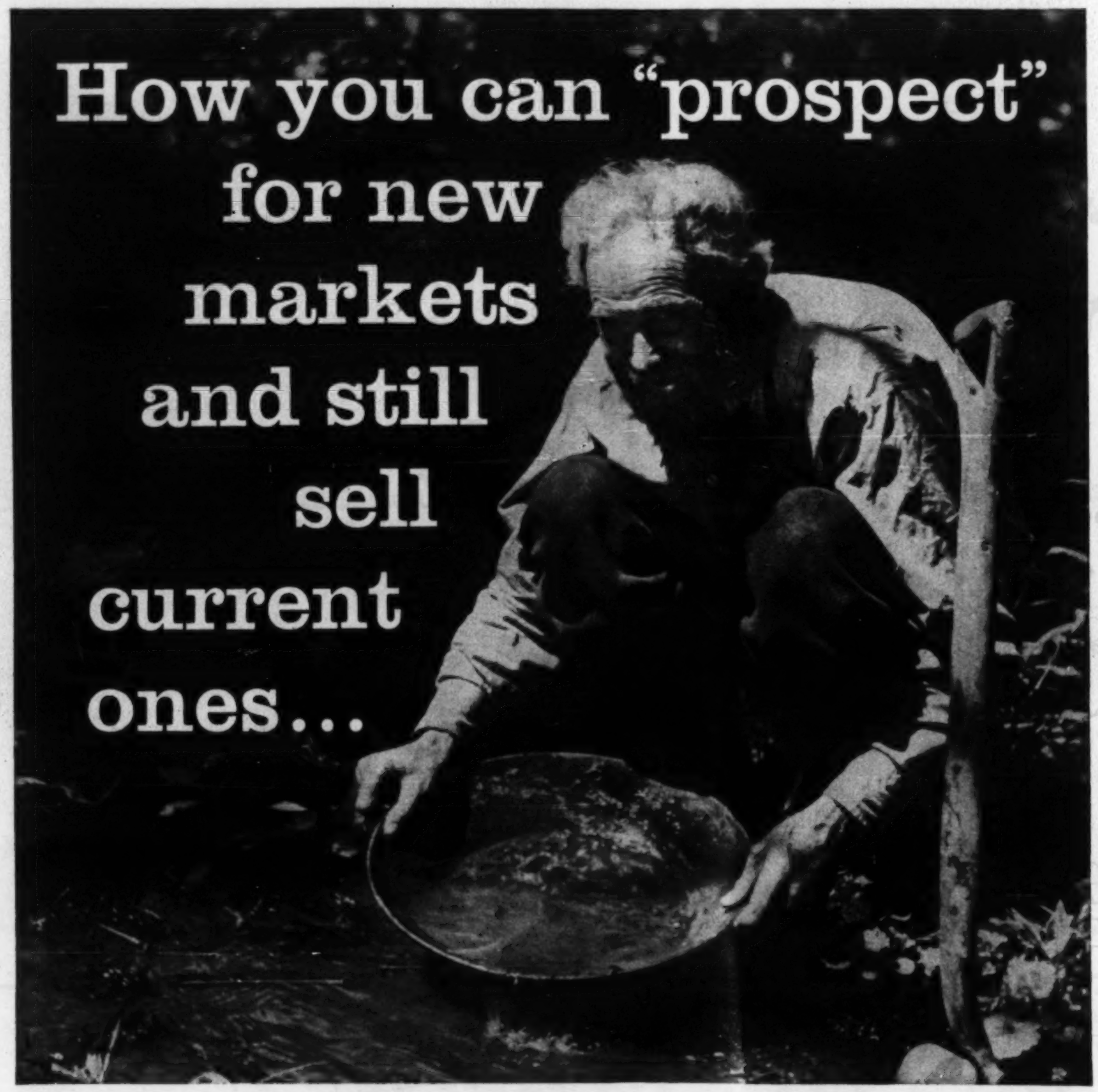
"Legal Restraints & Advertising," a one-day seminar designed for personnel of agencies, advertising departments, newspapers, magazines and other media, will be offered by the University of Chicago Downtown Center, Oct. 28. Seminar topics will include the Federal Trade Commission; false and misleading advertising—the changing philosophy of the FTC; FTC investigation and actions; industry rules and conferences; ethical advertising; unfair competition; fair labeling and branding and their relationship to advertising and restrictions imposed by newspapers and other media.

World Wide Covered Olympics

The story and pictures carried by ADVERTISING AGE last week on the advertising tie-ins at the XVII Olympic Games were provided by Theodore Trancu, Rome correspondent for World Wide Information Services Inc., New York.

WOR Names Mrs. Horn

Claire Horn, formerly research consultant with Westinghouse Broadcasting Co., has been named to the new post of sales development manager of WOR and WOR-TV, New York.


How you can "prospect" for new markets and still sell current ones...

. . . it's as easy and productive as panning in Fort Knox! Put your product story before the readers of INDUSTRIAL EQUIPMENT NEWS. There are 80,000 of them . . . important, multi-functional executives from all phases of U. S. industry . . . from more than 40,000 plants representing more than 4/5ths of the gross national product!

With circulation like this – an exclusive circulation built on Thomas Register's continuing census of U. S. business and businessmen – you reach *all* U. S. markets for your products, *including* the ones you now sell and hope to sell in the future.

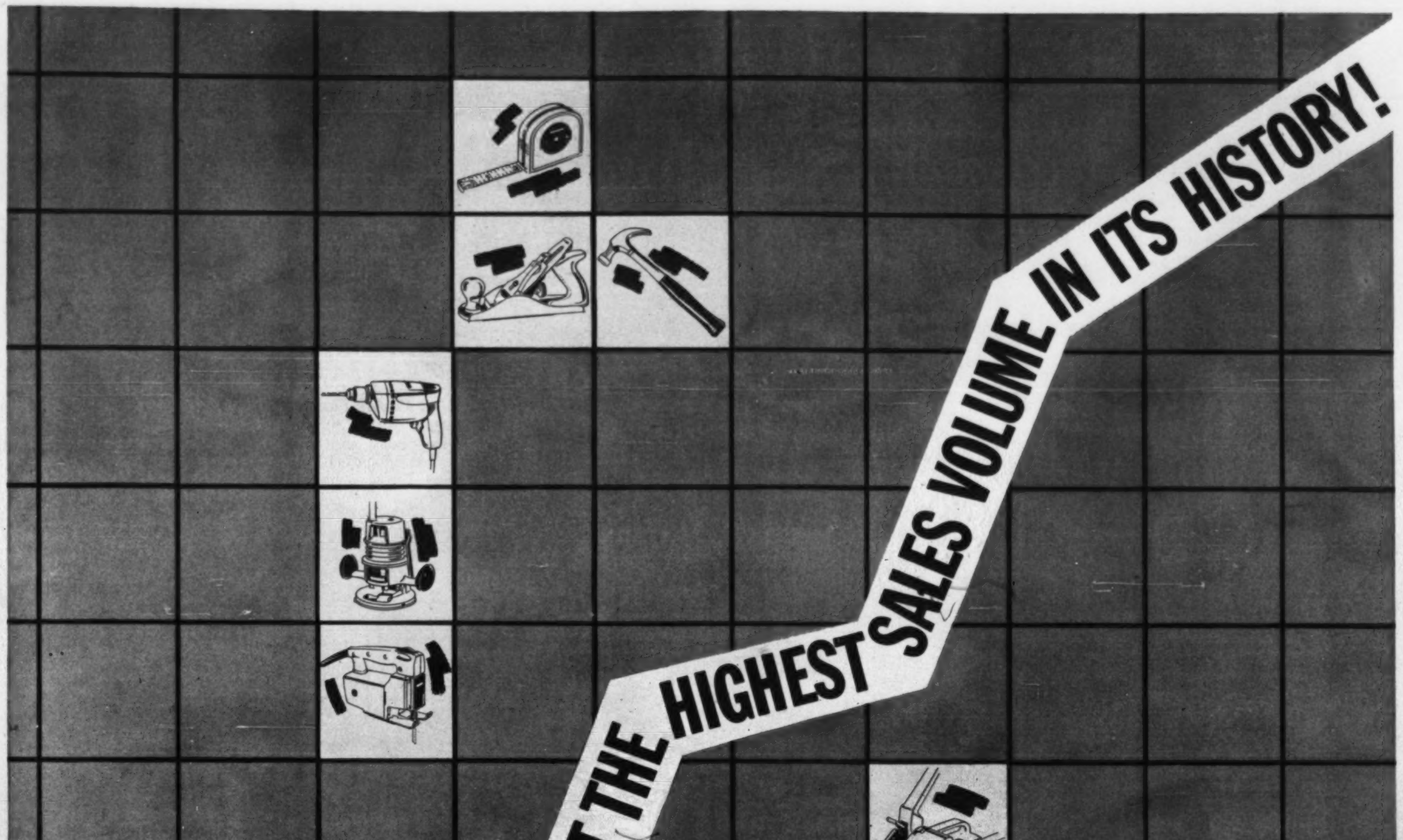
And because of the caliber of IEN's editorial material . . . its exciting new cover treatment – you can bet your last nugget that IEN is turned-to and returned-to by its readers in a constant search for products that will solve their current and ever-changing problems.

You owe it to yourself to get all the facts on this exciting, resultful medium–and you can: just ask for our latest Media Data File.

Industrial Equipment News

IEN

good for selling... because it's used for buying
Industrial Equipment News
461 Eighth Avenue, New York 1, N. Y. | *Thomas Publishing Company Affiliated with Thomas Register*


HOW THE POST HELPED STANLEY HIT THE HIGHEST SALES VOLUME IN ITS HISTORY!

Up, up, UP! Last year—when Stanley decided to concentrate its consumer advertising in The Saturday Evening Post—sales soared 16% to a record $105 million!

■ Stanley's first Post ad featured the Electric Tool Division's Sabre Saw. Sales jumped 80% in just one month! Orders poured in from wholesalers and retailers all over America. Consumers wrote in for "the kind shown in the Post."

■ When Stanley's *second* Sabre Saw ad came out in the Post, sales shot up another 60%! (Later ads featured products of Stanley Tool, Hardware, and Judd Drapery Hardware Divisions.)

■ By the end of the 1959 campaign in the Post, Stanley had reached the highest sales point in its history—more than $105 million!

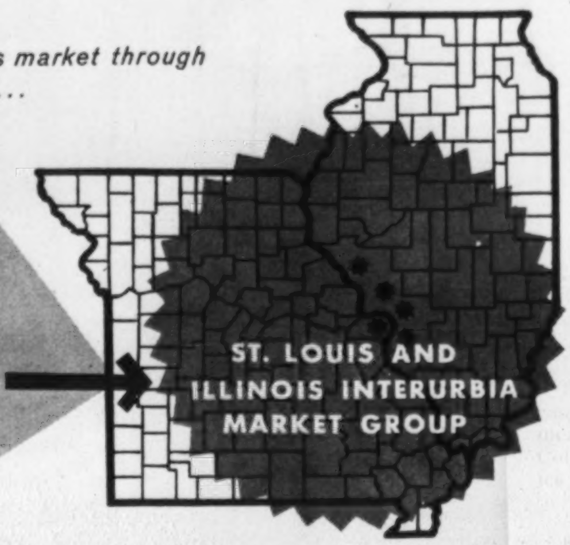
The big reasons behind this sensational sales record? An ad page in the Post is seen a total of 30,861,000 times—millions of times by people who'll be expanding or remodeling in the coming year—by readers who have the highest median income in the general-weekly field. These people have more money to spend . . . on *your* products!

Need more proof of the Post's power to make goods *move?* Ask Sylvania. Ask Scott Paper. Ask Cluett-Peabody.

READERS TURN AND RETURN TO AN AD PAGE IN THE POST—THE HI-FREQUENCY WEEKLY

A CURTIS MAGAZINE

The Saturday Evening
POST
THE INFLUENTIALS' MAGAZINE



Sell the entire Greater St. Louis market through the unduplicated circulation of...

5 KEY EVENING NEWSPAPERS...

- St. Louis Post-Dispatch
- East St. Louis Journal
- Quincy Herald-Whig
- Alton Evening Telegraph
- Southern Illinoisan (Carbondale, Herrin, Murphysboro)

For further information about the St. Louis and Illinois Interurbia Market . . . write, wire, or call the advertising manager of any of the newspapers in the group.

'McCall's' Names Three

Aaron Daniels, formerly with Anchor Hocking Glass Corp., has been appointed advertising manager of *McCall's Pattern Fashions*, succeeding Ava Burroughs Jenkins, who has resigned. Jerome Brown, an advertising representative for *Piece Goods Merchandiser* since its inception, has been appointed its advertising manager. Jonni L. Walker, formerly ad manager of the magazine, has been named promotion manager of both *McCall's Pattern Fashions* and *Piece Goods Merchandiser*. Kenneth S. Tashjy, formerly advertising manager of Calaway Mills, has been named home furnishings promotion manager of *McCall's*.

Rachel Copelan Names Flax

Rachel Copelan Design Studio, New York, new design and consulting service, has appointed Flax Advertising, New York, to handle promotion.

Planters Thrifti-Three Sale

THRIFTI-THREE—*Color pages in the Oct. 18 Saturday Evening Post and newspapers will be used this fall in a party-season promotion for Planters cocktail peanuts. Holiday ads will follow in Esquire and Life. Don Kemper Co. is the agency.*

Star-Kist Foods Names Burnett for Canada Advertising

TORONTO, Sept. 13—Star-Kist Foods, Terminal Island, Cal., has appointed Leo Burnett Co. of Canada to handle advertising in Canada for Star-Kist tuna and 9 Lives cat food, neither of which is currently marketed in this country.

Star-Kist reportedly plans to spend more than $200,000 to promote the two products in Canada. The Burnett agency handles Star-Kist advertising in the U.S. Fred Collins, former vp and director of marketing of Spitzer & Mills, has joined Burnett as vp and account supervisor on Star-Kist and Sunkist Growers.

■ The acquisition of the Star-Kist business kept the Burnett agency on a hot business streak. Last week, the agency took over the Sunkist Growers Canadian account, currently billing about $160,000, from Spitzer & Mills (AA, Sept. 12). #

Four 100 Leaders Profiles Amplified

CHICAGO, Sept. 14—To ADVERTISING AGE's profiles on the 100 leading national advertisers, which appeared in the Aug. 29 issue, the following additions and corrections should be made.

American Home Products Corp.

An account executive was omitted from the Wyeth Laboratories lineup. A. P. Molinaro is an account executive on the Wyeth account at Lewis & Gilman, Philadelphia, which handles all ethical drugs.

J. A. Folger & Co.

Fletcher Richards, Calkins & Holden is the agency for both products of the San Francisco Folger Co.—ground coffee and instant Folger's. Harris, Harlan, Wood, listed as one of the company's agencies, formerly was the San Francisco branch of the old Fletcher D. Richards agency, but now is Fletcher Richards, Calkins & Holden, San Francisco.

Revlon Inc.

Mogul Williams & Saylor, the name of Richard Lockman, account supervisor on Knomark Mfg. Co., was omitted.

Sperry Rand Corp.

Two advertising executives were not completely identified: H. R. Hungerford is manager, advertising promotion, training, and E. M. Kempner is manager, advertising-publicity-sales promotion, both with the Univac division.

Other additions to the profiles will be found in letters in Voice of the Advertiser—Page 128. #

Why automotive advertisers put us first among all New York evening newspapers

New passenger car sales will soon be shifting into high. Automotive *advertisers* are accelerating their pace, too—in the pages of the World-Telegram. The reason: the World-Telegram *gets home* every day to New York's active, better-income families—where important buying decisions are made. As a result, more automotive advertising is placed in the World-Telegram than in any other New York evening newspaper. In fact, the World-Telegram—a consistent leader in this major classification—continued in first place during the first six months of 1960 by an even greater margin than in the first half of 1959.

Among New York's evening newspapers, the World-Telegram is:

- First in **Retail** Advertising
- First in **Financial** Advertising
- First in **General** Advertising
- First in **Automotive** Advertising
- First in **Total Display** Advertising
- First in **Total** Advertising

Source: Media Records

New York's *quality* evening newspaper

New York World-Telegram and The Sun

A SCRIPPS-HOWARD NEWSPAPER

125 Barclay Street, New York 15, N. Y. • BArclay 7-3211
Or Scripps-Howard General Advertising Offices:
230 Park Avenue, N. Y. C. • Chicago • San Francisco
Los Angeles • Detroit • Cincinnati • Philadelphia • Dallas

New independent study* shows "USN&WR" with stronger reader image on more of these significant mood traits than either of the other two news magazines.

"Reliable"
"Ethical"
"Unbiased"
"Authoritative"
"Thorough"
"Penetrating"
"Useful"
"Opinion-making"
"Action-provoking"
"Thought-provoking"
"Pioneering"
"Courageous"
"Timely"
"Informative"
"Clear"
"Interesting"
"Intelligent"
"Varied"

The most important environment your advertising message can have

"*When a publication's image complements the selling points featured in the advertisement, a subtle but actual transfer takes place from the reader's image of the medium to his image of the products or services which he sees advertised in that medium.*"

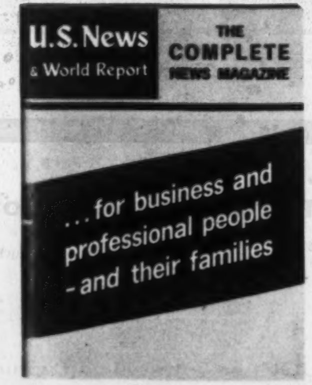
That's how the Bolger Company, specialist in corporate and media image evaluations, describes for advertisers the value of its recent profile study of eleven major magazines, including the three news magazines. The study reveals how each magazine is regarded by a true cross-section of its regular readers.

All three news magazines scored well on all the mood traits listed above. But Bolger shows "U.S.News & World Report" had highest image score on 11 of these 18 significant traits, the second place magazine on four, and the third on one. There were ties on two traits. For advertisers, here is further evidence to confirm the growing conviction that this is . . .

The most important magazine of all

The findings of the Bolger study reflect the favorable atmosphere *working for* advertisers in "U.S.News & World Report." They reinforce the advertising message in the magazine bought and read each week by more than 1,150,000 of America's most important people.

More than readers, these people are *leaders* in business, industry and finance, in government and the professions. And with their responsible positions go the higher incomes. They are, therefore, prime customers and prospects for both corporate and consumer advertisers.


U.S. News & World Report
THE COMPLETE NEWS MAGAZINE
...for business and professional people -and their families

It is this environment of *the right mood* and *the right market* that supports the choice of "U.S.News & World Report" as the spearhead of more and more important advertising campaigns. ("U.S.News & World Report" *leads the news magazines in advertising page gains for the first six months of 1960.*)

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*A report on this study, conducted by the Bolger Company of Chicago, is available on all three news magazines. Ask your advertising agency or contact any of our advertising offices listed below.

U.S.NEWS & WORLD REPORT

America's Class News Magazine

Now more than 1,150,000 net paid circulation

Advertising offices: 45 Rockefeller Plaza, New York 20, N. Y. Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Los Angeles, San Francisco, Washington and London.

HOLLAND HOUSE
Holland House Cocktail Mix
Cocktail Mixes

HERE'S HOW—*Holland House cocktail mixes will be advertised on tv for the first time in spots showing the actual mixing of a whisky sour.*

Holland House TV Push Braves Liquor Taboos

NEW YORK, Sept. 14—Holland House Sales Co., manufacturer of cocktail mixes, will debut as a tv advertiser late this month, using commercials that brave several broadcasting taboos on liquor.

The commercials demonstrate the actual mixing of a whisky sour, show a woman holding a well-filled glass, and use that verboten word, "liquor." The commercials will run on WPIX, with approximately 150 spots used in prime time between late September and the Christmas-New Year season.

▪ The Holland House cocktail mixes are non-alcoholic themselves, containing all the ingredients for a cocktail except the liquor. Two one-minute commercials will be used this year, both showing a man and woman happily getting ready for the cocktail hour.

One commercial shows a cocktail shaker half-filled with liquor. The man then pours in a gurgling jigger of Holland House whisky sour mix, gives the ingredients an efficient shaking and fills two whisky sour glasses. He and his lady, both holding a glass, then toast each other. "It's smart to be a good mixer."

▪ The script for one commercial reads:

Man: At home, cocktails—nothing quite as pleasant. The secret? Holland House cocktail mixes. Just combine your favorite brand of the required liquor with the Holland House cocktail mix and there's your perfect cocktail quick and delicious.

Woman: Everything is in the mix—no lemon to squeeze, no sugar, vermouth or fruit to add. Holland House does the work for you.

Man: The label tells you the proportions.

Woman: And for every favorite cocktail there's a Holland House mix. Manhattan, old fashioned, daiquiri, martini, gimlet, Tom Collins and the popular whisky sour with enough mix in every bottle to make dozens of cocktail hours come alive.

Man: So for most enjoyable cocktail hours at home, with cocktails equal to those served in world famous restaurants, always keep a variety of Holland House mixes on hand.

Woman: On sale at food and other stores, only 89¢. Try some, it's smart to be a good mixer.

Erwin Wasey, Ruthrauff & Ryan is the agency. #

Florida Citrus Schedule Faces Post-Donna Cuts

(Continued from Page 1)

which go into commercial channels, the size of the marketable crop determines the extent of the promotional campaign. It will be about a month before an official government post-hurricane estimate on remaining fruit will be available.

▪ While there have been various estimates of losses, many of them quite heavy, commissioners and a large gathering of industry representatives today received an "unofficial" citrus storm damage report made by J. C. Townsend Jr., head of the U.S. Department of Agriculture's crop estimating office in Orlando. He said that indications now are that perhaps 25% to 35% of the state's grapefruit crop and 5% to 10% of the orange and tangerine crops may have been blown off the trees—though these figures might be changed substantially by the time his first official estimate of the season is made Oct. 10.

Since the orange and grapefruit crops were both considerably heavier this season than last, the state—on the basis of this report—still will have a good supply of fruit, approaching the volume shipped and processed in the 1959-'60 season.

According to Mr. Townsend, "It is probable that fruit on the ground today in Florida's citrus groves could at maturity have filled 15,000,000 to 25,000,000 boxes, none of which can be salvaged."

▪ In adopting the eight-month campaign submitted by Benton & Bowles today, the commission—a 12-man state agency appointed by the governor—announced that the entire budget for advertising and other functions will be reviewed at its next meeting Oct. 12. This will be two days after the first official crop estimate of the new season. Florida last season produced 91,500,000 boxes of oranges, 30,500,000 boxes of grapefruit and 2,800,000 boxes of tangerines.

Introduced by Homer Hooks, general manager, and Frank Arn, advertising-merchandising director of the citrus commission, agency spokesmen presented a proposed program which brought favorable comment from a number of industry representatives who attended the two-hour presentation.

Prepared prior to Donna's advent, the schedule called for expenditure of a little more than $2,000,000 on orange products in the next eight months, a little more than $1,000,000 on grapefruit, and $110,000 on the short-season tangerines.

▪ As presented today, magazines would get the heaviest share of the ad money—about a third of the $3,327,000 budget. Supplements would get close to $900,000 and newspapers about $800,000, with a little more than $150,000 for tv (fresh grapefruit advertising on the Dave Garroway show). However, it was pointed out time and again that money figures are all subject to change and that there might have to be a thinning out of insertions due to the prospective reduction in funds. In addition to the consumer program in U. S. markets, the commission again will have a Canadian campaign of $100,000 or more and a diversified trade campaign.

Headed by Atherton W. Hobler, chairman of the executive committee, and Robert E. Lusk, president, 11 representatives of Benton & Bowles participated in the presentation in the citrus commission auditorium. The strong competition faced by Florida citrus—particularly from synthetic drinks and ades—was stressed over and over again. Emphasis was given this point by an exhibit of 132 synthetic products which are fighting for shelf space with fewer than a dozen Florida citrus items.

▪ Mr. Lusk pointed out that in today's competitive market "the quality product—the product that has been updated in form, appearance and quality, and therefore provides for more effective advertising and promotion will be the product that survives." He added, "I am sure that men who think in these competitive terms will be guiding the Florida citrus industry—increasing your sales of oranges and grapefruit in many forms and at good prices."

Mr. Hobler reminded the industry representatives that "citrus advertising, like all advertising, must bid for the attention of the public against all advertising, whether or not it is competitive.

"During the past five years, total advertising has increased about 100% from around $7 billion to $12 billion. Contrasted with that, the total dollars made available for citrus commission space advertising for the past few years has remained constant at about the $4,000,000 level—and this amount is the base figure for this year's program which we are presenting today. This means that Florida has a smaller proportionate share of total advertising.

▪ "An even more important consideration is that in the past five years population has increased and advertising rates have increased, so that this year the individual consumer will receive about 25% less citrus advertising than was the case five years ago."

Finished artwork and copy were presented for the print campaign, and sample commercials were played. Copy for four-color magazine ads stress the "orange break" suggestion and point a competitive finger at synthetics by saying: "Get the real thing. Check the label. If it says 'orange drink' or 'orange juice drink,' it's not pure orange juice. Only pure orange juice gives you natural Vitamin C balanced with more than 50 other health benefits. . . . does it as no orange flavored 'drink' or synthetic can, and it costs only about 5¢ a glass."

One luscious grapefruit ad is captioned, "50 calories—just 50" and goes on to say, "You've got nothing to lose but pounds, when you swap rich desserts for this natural goodness. Low in calories, high in Vitamin C . . . fresh grapefruit from Florida."

▪ Participating in the presentation, in addition to Mr. Hobler and Mr. Lusk were Harry E. Warren, vp and account executive on processed products; James E. Oravetz, account executive on fresh products; Victor Bloede, vp and manager of the creative department; Lee Rich, vp in charge of media and tv; John Collins, associate media director; Mrs. Dorothy Whitney, vp and copy group supervisor; Nort Wolf, vp and copy group supervisor; and Mrs. Mary Pillsbury, copy group head.

Two members of the commission, Chairman Dan Wright and Herschell Sorrells, suggested after the presentation that every effort should be made to have the 1961 state legislature increase citrus advertising taxes so more money would be available for promotion of future, bigger crops. #

Remington Boosts Bergren

Remington Rand, New York, has appointed Francis V. Bergren, formerly director of marketing of its systems division, vp and general manager of that division.

Cameron
Conover
Kron
Watson
Peacock
Cummings
Harper
Perrottet

NEW HORIZONS—*Talking things over after the keynote address at the National Business Publications conference in New York were George Cameron, director, printing division, Chilton Co., Philadelphia; Harvey Conover Jr., publisher, Boating Industry, New York; Arthur A. Kron, president, Gotham-Vladimir Advertising, New York; David R. Watson, president, Watson Publications, Chicago; Joseph S. Peacock, president, Peacock Business Press, Park Ridge, Ill; Barton A. Cummings, president, Compton Advertising, New York, the keynote speaker; Robert E. Harper, president, NBP; and Louis J. Perrottet, NBP chairman and vp of Conover-Mast Publications, New York.*

ONE THING LEADS TO ANOTHER

Babies. Just like mother used to make. But Redbook's Young Adults make them in larger quantities. And they make Redbook a choice market. These growing families buy by the gallon and the case to stoke appetites that are voracious—insatiable. You see them thronging shopping centers, cramming station-wagons with loot. And Redbook's got 'em: FIRST among the top 15 magazines in percentage of Young Adult readers, FIRST among same in number of children under 5 per 100 households, FIRST in number of expanding households (those that moved in the last 12 months). Any way you judge, Redbook belongs on your list to sell food and beverages, drugs and cosmetics, clothing and household goods—most anything and most everything to the most dynamic, hungry, britches-busting market of them all—Young Adults. Isn't it time to take a harder look at the population explosion, and the magazine that's at the center of it?

Redbook

The Magazine for Young Adults. 230 Park Avenue, New York, New York, MUrray Hill 6-4600—and Chicago, Boston, Los Angeles. Another exciting publication of THE McCALL CORPORATION

Compromise FCC Ruling Whittles TV Option Time

WASHINGTON, Sept. 16—The Federal Communications Commission today adopted new rules which let networks keep their option time arrangements with tv stations, but introduced a number of limitations designed to provide more opportunity for non-network advertisers and local programming.

Under the rules, which go into effect Jan. 1 unless stayed, option time in the four segments of the broadcast day is cut from the present three-hour permissible maximum to two and one-half hours. "Straddle" programs are to be classified as "non-option."

The cutback in option time is supposed to put non-network programming in a stronger position to compete for an extra half hour. As an additional protection to non-network advertisers, FCC has specified that networks cannot preempt an occupied period until the advertiser has had an opportunity to complete at least a normal 13-week contract period.

■ To encourage local initiative in programming, FCC spelled out more authority for stations to reject network programs offered in option periods. In its revised rules, FCC specifies that any network program may be rejected if the station considers it "unsatisfactory," or "unsuitable," and that stations may substitute programs which they consider to be of "greater"—as distinct from "outstanding"—local or national importance.

Today's action, culminating nearly five years of hearings and investigations, left FCC split 4-3. The majority, composed of commissioners Robert E. Lee, T. A. M. Craven, John Cross and Charles King (the newest member), said it felt option time is necessary to prevent "checkerboarding" and "erosion" which would eventually result in the loss of network service of great importance to the public.

Chairman Frederick Ford and commissioners Rosel Hyde and Robert Bartley wanted option time eliminated. They said it is of doubtful legality, that it represents a questionable interference with free competition, and that it must inevitably lead to more FCC interference in the business affairs of the tv industry.

■ In the opening stages of the controversy, independent tv operators and film producers had contended before the Senate commerce committee that option time gave networks such tight control over prime evening time that advertisers and film producers were forced to buy time from networks rather than individual stations. A special task force set up by the FCC to study network activity reported in October, 1957, that option time should be prohibited.

FCC tentatively committed itself—by a 4-3 vote—in January, 1959, to the view that option time is "reasonably necessary." It circulated the revised option time rules in April, 1959, in the face of a letter from Victor R. Hansen, then chief of the Justice Department's anti-trust division, that in his opinion option time runs afoul of the anti-trust laws.

Option rules came into existence in 1941 as a means of curbing network domination of radio, and subsequently were transferred intact to tv. FCC said today that its new rules will apply only to tv, and that there does not seem to be any need at this time to change the radio rules.

In adopting the new rules, FCC said it was not attempting to pass on the legality of option time. The majority declared: "Since the commission, after extensive public hearings, has concluded that option time is reasonably necessary to successful network operations, and in the public interest, it is loath to strike down a practice of such long standing in the broadcast industry in the absence of a judicial determination as to its validity or invalidity under the anti-trust laws."

■ FCC's majority said it recognizes that option arrangements limit the freedom of affiliated stations to choose their programs and puts non-network tv interests—independent program producers, national spot representatives and non-network advertisers—at a disadvantage.

The commission expressed confidence that the half-hour cutback will help the non-network parts of the industry without seriously impairing the quality of network service. "In view of the demonstrated ability of the networks to program successfully on a commercial basis in at least some non-option time periods," FCC said, "we cannot assume that the networks will be unable to sell all the time periods dropped from option time."

■ FCC displayed uneasiness about its ability to cope with straddle programs—those which start in option time and end in local time. In its proposed rules, the commission had planned to require that straddle time be treated as option time, so that networks offering a straddle program would have to release other time. FCC said subsequent comments demonstrated that this would not help non-network programming, because advertisers would hesitate to invest in the temporarily released periods.

The new version simply specifies that options may not be exercised in placing a straddle program. While this is identical with current CBS and ABC practice, FCC said it looks like the better alternative. #

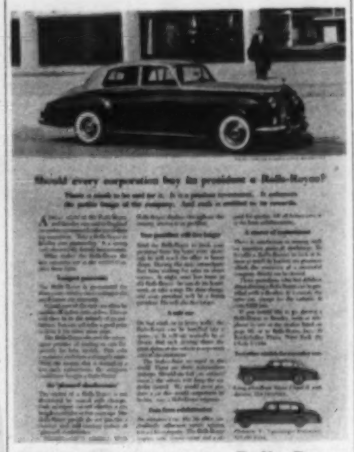
Examiner Asks FCC to Revoke Miami Channel 7

WASHINGTON, Sept. 15—A special Federal Communications Commission hearing examiner today asked FCC to revoke its 1956 award of Miami Channel 7 and to disqualify three of the four applicants from further consideration.

If the decision is upheld by the commission it would be the second Miami tv channel lifted from its owners, and the third of the tv "influence" cases to culminate in "death penalties" for existing licensees.

Today's initial decision by Judge Horace Stern, a retired Pennsylvania supreme court judge sitting as special FCC examiner in the "influence cases," says Biscayne Broadcasting Co., 80% of which is owned by the Cox and Knight newspapers and 20% by Niles Trammell, former NBC president, made improper approaches to FCC Commissioner Richard Mack while the case was pending in 1956. Judge Stern said that three of the four rival applicants—Biscayne, East Coast and South Florida—all made improper approaches to Commissioner Mack, and that all three should be disqualified.

While he offered no recommendation on the award of the channel, FCC might have no choice but to award it to the fourth applicant, Sunbeam Television Corp. #



ATTENTION, PRESIDENTS—*Rolls-Royce ad scheduled for Business Week, New York Times, New Yorker, Newsweek and Wall Street Journal advises corporations to buy their presidents a Rolls. Ogilvy, Benson & Mather is the agency.*

Public Discretion in Buying Aids Economy: Harper

(Continued from Page 1)

our lives cannot exist side by side with material well-being. On the contrary," he added, "I believe that if we are today experiencing what has been called a cultural explosion, it is because we have reached a standard of living, with increasing leisure and buying power, that enables more and more people to indulge aspirations of learning and development of their talents.

■ "Our economy might be faced with some 'decline and fall' if our people were denied necessities while a small segment was indulging in luxuries," he said, "but the breadth of our mass markets is insurance for a strong economic base. It is a base in which our indulgences, paradoxically, support our serious purposes."

Mr. Harper said "an economy with a broad range of discretion in consumer goods and leisure interests can better generate the funds that can pay for defense, foreign aid and cultural advancement."

The agency head added that advertising's abuses are not "particularly shocking to contemplate, in relation to the accomplishment of telling 175,000,000 people about more than $300 billion worth of consumer goods in a single year." #

National City Trust Push Departs from Usual Banking Ads

(Continued from Page 2)

Cuba, but officials are reticent about this phase of operations.

■ The present campaign is the result of a pilot campaign in full color running last February in four national magazines, the first full-color ad in the bank's ad history.

The bank "internally merchandised" the ad to test the reaction, and the response in the way of inquiries was reportedly so good that the company is now committed to a program that calls for nine different full-color ads a year. It generally will be out of the media in the summer months, July and August, and the holiday month of December.

■ Working on the theory that the usual bank ad would get a very low readership, National City broke with the pilot campaign in February by using an on-the-scene photograph made in the Bahamas.

The ad, according to the bank's calculations, had a multiple purpose. It promoted its investment advisory account service, the present organization, and Nassau, then the newest of the company's overseas branches.

The present campaign will work from the same basis, and will depict obviously well-to-do American travelers in casual poses. The model in the Nassau bank ad, however, was the assistant in the Nassau bank, and though not the typical American tourist, he was considered to have the necessary appearance of monied ease.

The ad investment, "in terms of bread-and-butter business," is paying, the bank reports, and the new departure into color "proves it is paying," ADVERTISING AGE was told. #

James D. Webb, LaRoche President, Is Dead at 52

GREENWICH, CONN., Sept. 16—James D. Webb, president of C. J. LaRoche & Co., New York, died at Greenwich Hospital yesterday. Mr. Webb, 52, entered the hospital Sept. 6 for treatment of a heart ailment.

James D. Webb

A 1931 graduate of Princeton, Mr. Webb first joined a stock broker, but subsequently became advertising manager of American Distilling Co. He joined Young & Rubicam in 1943 and became vp and manager of the new business department. In 1951 he joined the LaRoche agency as exec vp. He became president in December, 1952.

MRS. CLAIRE FAWCETT

KANSAS CITY, MO., Sept. 15—Mrs. Claire Fawcett, 75, widow of Wilford Hamilton Fawcett, founder of Fawcett Publications, and co-founder with him of that publishing organization, died Tuesday at her home in Overland Park, a Kansas City suburb.

Born in Albion, Ia., she always took a direct interest in the publishing empire built by her husband, who died in 1940.

With their sons, W. H., Roger, Gordon and Roscoe, they started publishing out of their living room in Minneapolis and saw the business develop into a corporation which has an aggregate monthly circulation of 11,000,000 copies.

Among the publications are *True*, *Woman's Day*, and *Mechanix Illustrated*; three paperback book companies, Gold Medal, Premier, and Crest; and Fawcett-Dearing, Louisville printing plant.

WARREN T. MITHOFF

EL PASO, Sept. 15—Warren T. Mithoff, chairman of Mithoff Advertising, died Sept. 10, following a week's illness. Mr. Mithoff had been in the advertising business in Detroit a number of years before moving to El Paso in 1929 with the old H. W. Hailey Agency. In 1931 Mr. Mithoff bought the Hailey agency and opened W. T. Mithoff Co. In 1935 he joined Dan T. White and changed the company's name to Mithoff & White. This partnership was dissolved in 1948, and Mithoff Advertising was formed as a partnership between Mr. Mithoff and his son, Richard W. The agency was incorporated in 1959, with the elder Mithoff as chairman and his son as president. This year, the agency opened a branch in Albuquerque.

In 1958 Mr. Mithoff was recipient of the Advertising Club of El Paso's first annual Advertising Man of the Year award. He also had been a board member of the Affiliated Advertising Agencies Network and had been chairman of the southwestern chapter of the American Assn. of Advertising Agencies. #

KofC Pulls Ads From 'Harper's' in Ad, Edit Dispute

NEW YORK, Sept. 15—The Knights of Columbus has withdrawn its advertising from *Harper's Magazine* in controversy over editorial content of the magazine and the placement of KofC ads.

The disagreement started when a "disappointed and disgusted" Luke E. Hart, supreme knight of the Knights of Columbus, wrote to *Harper's* to protest a reference in the May issue to the fact that one of its authors, Richard H. Rovere, had written the book, "Senator Joe McCarthy," and that "you should give that as a token of esteem."

"In my opinion," Mr. Hart wrote, "Rovere's book is the most disgraceful publication that has come off the press in recent years . . . A person who could write such a book should not be allowed to write anything else for decent people to read, and the fact that you allow him to write the lead article in your magazine raises a serious question in my mind as to whether it is worthy of any further consideration.

"I note," Mr. Hart continued, "that you have published our advertisement, 'Who are these million men they call knights,' on the left-hand page near the back of the book . . . This is another indication of your lack of consideration for things that are worthy . . . I am going to give serious thought to the question as to whether we should not discontinue entirely the publication of advertising in *Harper's*."

■ *Harper's* printed excerpts from Mr. Hart's letter in the letters column of its July issue, with four comments: (1) That Mr. Rovere's book was mentioned because it is a relevant fact, (2) that "placement of advertising in *Harper's* is decided entirely by its business department," (3) that "advertisers rarely try to influence *Harper's* editorial policy, and never succeed in doing so," and (4) that "in this country neither Mr. Hart nor anyone else is authorized to decide whether an author should 'be allowed to write anything else.' "

The upshot was that the Knights of Columbus discontinued its schedule in the magazine, after eight years as an advertiser. It had been appearing about eight times a year, using two-column ads.

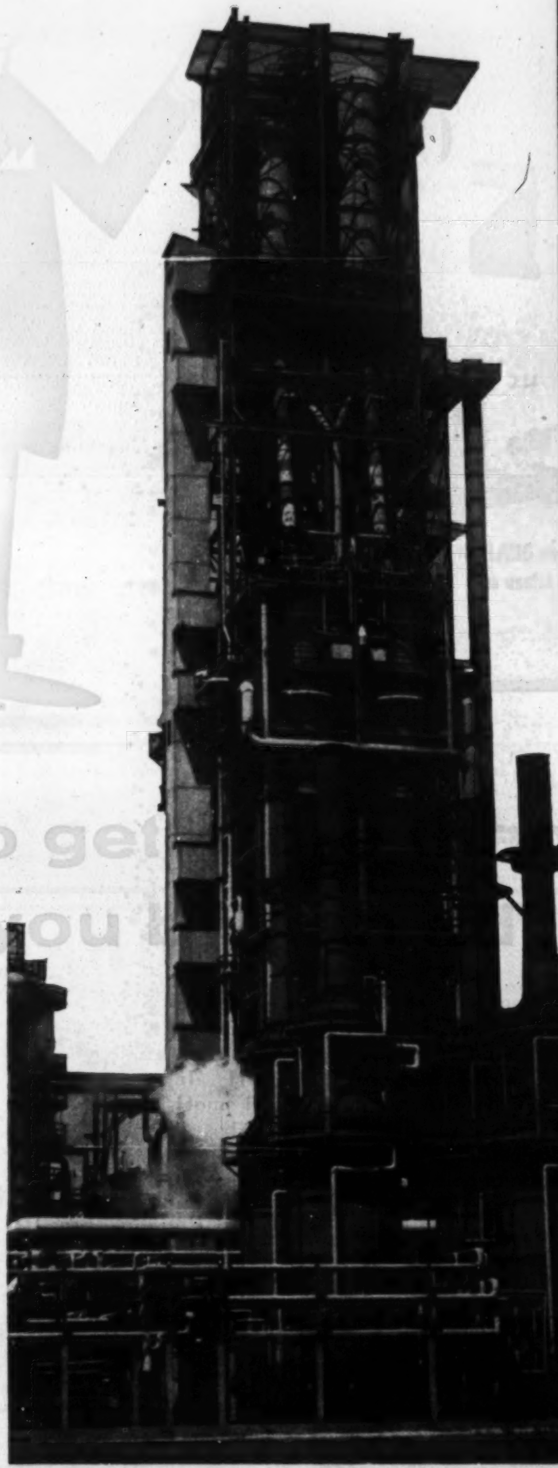
The agency handling the campaign is Kelly, Zarndt & Kelly, St. Louis.

■ The letters column in the September issue carried four letters from subscribers commenting pro and con on the hassle. An editor's note announced that KofC advertising had been withdrawn from the magazine, and that the magazine had received "an extraordinary number of letters from readers—many of whom identified themselves as Catholics—commending *Harper's* stand on the separation of editorial from advertising policy."

The magazine told ADVERTISING AGE that about 75 letters have been received so far—with a second batch now being received in response to the September letters column—and that about 99% are commending *Harper's* action. Several new subscribers have come forth, too, as a result of the imbroglio, the magazine said. #

Nerve center, Standard Oil Company (Ohio) refinery.

Brilliantly illuminated Gulf Oil Corp. refinery at night. Maumee River is in foreground.



Sun Oil Company's huge Houdriflow Catalytic Cracking Plant.

Isobutane fractionating tower, Pure Oil Company refinery.

Aerial view, Ohio Oil Company general office, Findlay, Ohio.

TOLEDO

...market on the move!

Largest gasoline refining center between Chicago and the Eastern Seaboard

The refineries of four major oil companies provide solid industry representation in Toledo's roster of widely diversified industries.

Operated by Sun Oil Company, Standard Oil Company of Ohio, Gulf Oil Corporation and Pure Oil Company, they have a combined capacity of 200,000 barrels a day. Employing about 6,000 persons, their annual payroll amounts to more than $30 million.

In nearby Findlay, one of the many prosperous towns in The Blade's 14-county market, are the headquarters of The Ohio Oil Company, known throughout the world as an important producer, refiner, transporter and marketer of petroleum products.

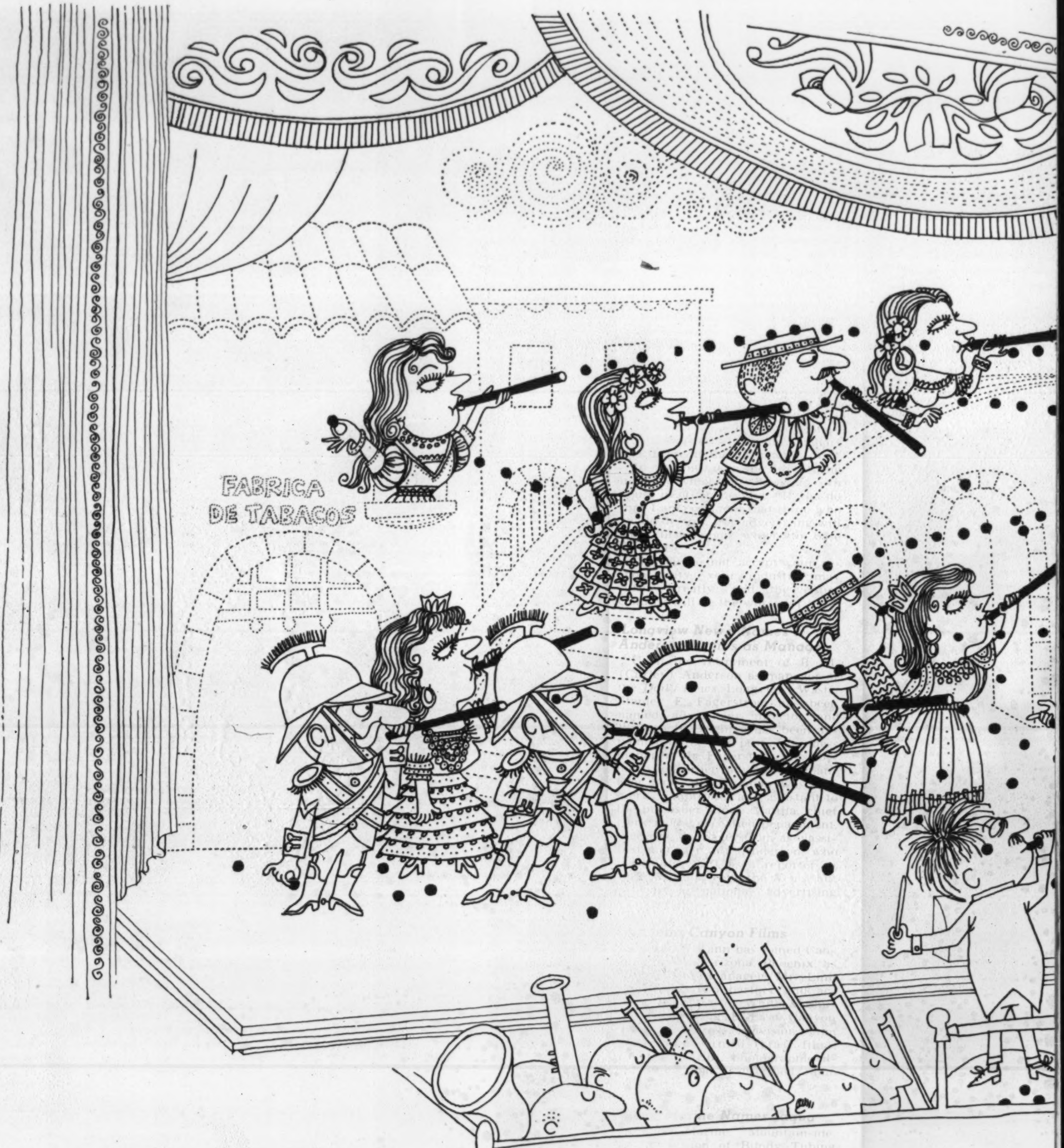
The petroleum industry is just one of the dynamic forces that make Toledo a great and growing market . . . booming with expansion and new construction everywhere you look.

Fortunately The Blade provides an intensive family coverage of its market that is matched by few newspapers in the nation.

THE BLADE

One of America's Great Newspapers

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, INC.



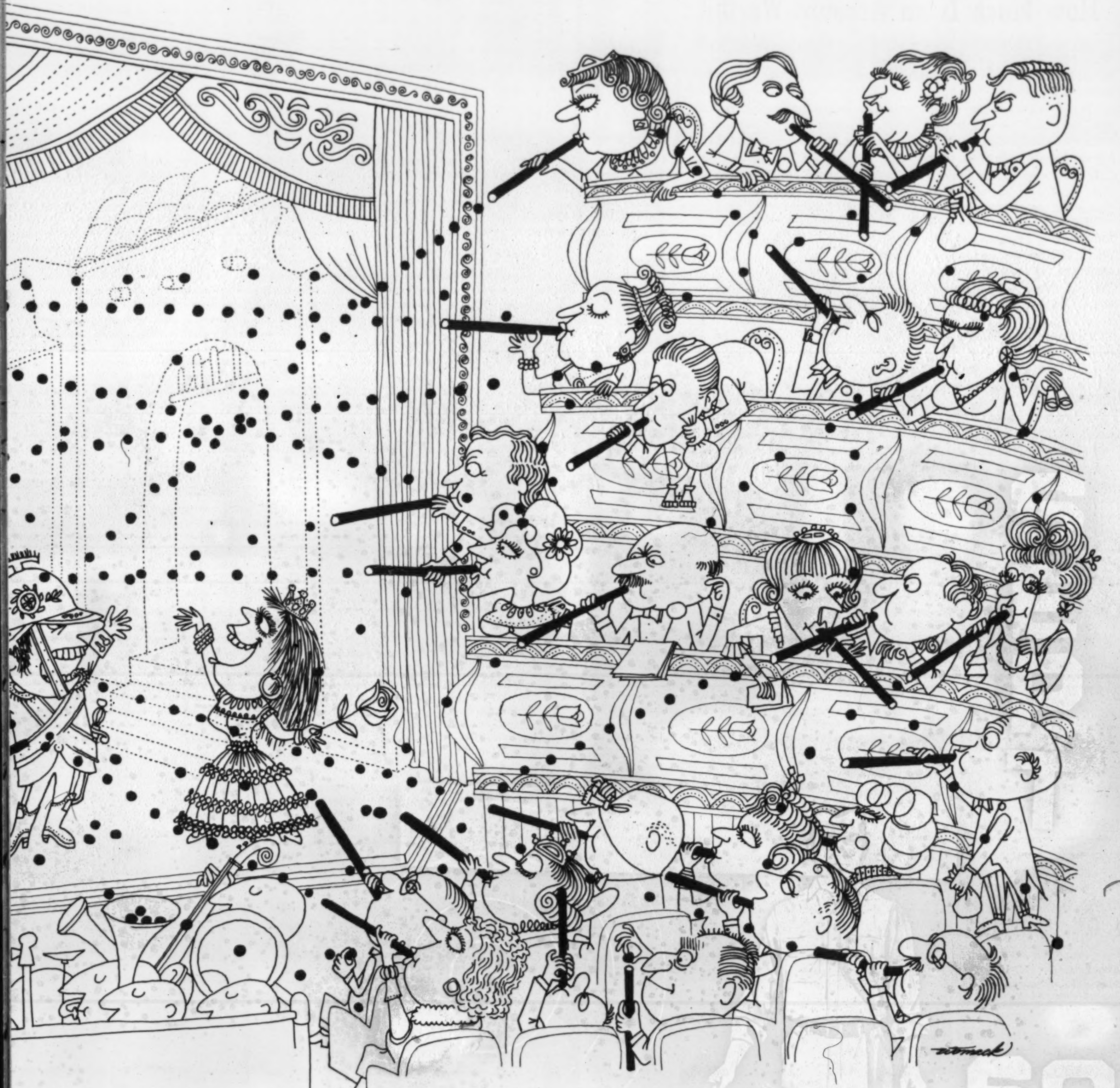
Media's Law:

To a seller of bean blowers, the pulling power of an advertising medium is equal to the number of bean blowers sold.

To media men, pulling power is influenced by several inter-related factors.

These factors are expressed in a law or formula that looks like this:

Pulling Power
=
Circulation Volume
×
Editorial Vitality
×
Reader Confidence



The larger measure of these ingredients in the Chicago Tribune accounts for the greater results produced for advertisers.

The Chicago Tribune, with a circulation 1½ times that of any other Chicago newspaper, outpulls the other papers by at least 3 to 1 and as much as 15 to 1.

More Chicago families read the Tribune than the top five weekly magazines combined; more than six times as many Chicagoans turn its pages as turn on the average evening TV show!

Chicago Tribune

The Editorial Viewpoint . . .

How Much Is an Account Worth?

Last week we reported in these pages the interesting case of Herbst Shoe Mfg. Co., Milwaukee, and its search for an advertising agency to replace the agency which resigned the account after some seven years of service.

Like so many similar stories which we report from time to time, this one makes us a little sad, because it seems to us to indicate so little understanding of what the advertiser-agency relation really should be—on both sides of the fence.

It is easy enough to understand how an agency and its client become separated, as new faces appear in the client organization and new concepts of how advertising ought to be handled—and where it should appear—are developed. This kind of estrangement, leading to the firing of an agency or the resignation of an account, is common enough, and probably always will be, no matter how much it may be deplored. And it is not this that makes us a little sad.

What seems so pointless and so unnecessary is the unwillingness of the client in this and so many similar cases to realize exactly what he is trying to buy, and how much he is going to pay for it. In this Herbst case, for example, the former agency reports that its gross income for the fiscal year now coming to a close will be approximately $7,500—and the company itself says its 1961 budget will be approximately $120,000, with some $45,000 going into national advertising.

So what seems at stake is an advertising account bringing something like $7,500 or $8,000 a year in gross income to an agency.

We do not turn up our noses at a $50,000 or $100,000 account, by any means. But we cannot help wondering if someone hasn't lost some perspective when such an account sends out 87 letters of invitation to agencies, along with detailed questionnaires, and announces that it will talk to 10 or 12 "semi-finalists" personally, but is "prepared to talk to every agency in Milwaukee, if necessary."

We certainly don't advocate taking the appointment of an agency lightly; but we don't much see how it helps very much to invite 87 agencies to participate in a competition of this size—or any other size, for that matter. It is entirely possible that if a substantial number of agencies decide to try for the account, their collective expenditures in time and money for presentations might amount to five or six times the annual gross income from the account.

That tends to make the business more wasteful than it should be, and to eat away a little, we think, at the kind of relationship which should prove most satisfactory for both client and agency.

Divorce Industrial Research Group

The Assn. of Industrial Advertisers is polling its membership on the advisability of making the Industrial Advertising Research Institute a completely autonomous body. At present the research group is legally a division of the industrial advertising association.

We are by no means convinced that the advertising field needs any more associations or organizations; on the contrary, we're not sure this business isn't badly over-organized. Neither are we convinced that it makes good sense to have two separate organizations serving industrial advertisers.

We think it would have been better for the industrial advertisers association to have had a research arm closely and actively tied into its other activities. But the IARI was not set up this way; it was semi-autonomous from the start, and in recent years it and its parent have developed increasingly serious internal strife.

Under the circumstances, it seems that it would be difficult, if not impossible, to pull the two units together under any reasonable plan. And since a continual state of internecine war between the two seems unbearable, we hope the AIA members will vote to cut the research group loose, and let it sink or swim entirely on its own.

Running the Circular ABC Path

It seems only yesterday, although it was closer to six or seven months ago, that the Audit Bureau of Circulations' board of directors made noises which were generally interpreted as indicating a move to change the auditing rules for business papers so as to provide occupational breakdowns of circulation for unpaid as well as paid circulation of members. (At least 70% of the total circulation of members must be paid.)

Then suddenly, at the June meeting of the ABC board, this body completely reversed itself. Not only was it not going to ease up on unpaid, but it wasn't going to allow any reference whatever to unpaid on its audit reports.

Last week the board reversed its June action, and instructed a committee to prepare some new proposals for business papers.

Let's hope they keep moving in the same direction long enough for members to figure out which way the race is being run.

Gladys the beautiful receptionist

—G. Gordon Hertslet, Compumatix Inc., St. Louis, Mo.

"He wanted to know whether Marketing Mix is put out by Duncan-Hines!"

What They're Saying . . .

Convention Coverage Report

After the generous attention that most of the press gave to the television proceedings in Los Angeles and particularly in view of the hosannas heaped on NBC for our coverage, I would hardly want to quibble with anything the critics have been saying. But I should point out that some reports went astray when they described the size of the television audience during the convention as disappointing. I suspect that this erroneous impression arose from scanning the rating figures for the individual networks. Although NBC's audience was almost as large as that of the other two networks combined, the only fair gauge of audience interest in the convention would be to count all those who watched it on any network. On that basis, the convention set a striking new record.

In the climactic half hour of balloting for the Democratic Presidential nomination Wednesday night, audience research showed more than 21,000,000 homes tuned to the convention during the average minute—the largest number of homes per minute ever tuned to a single tv event. During the tv coverage of the Los Angeles convention as a whole, we estimate that nine out of ten of the nation's tv homes watched the proceedings at one time or another. That comes to 90,000,000 people, or almost 50% more viewers than there were voters in 1956.

—Robert Sarnoff, NBC chairman, in a letter to tv-radio editors.

The Elite Must Be Worthy

If a nation is going to create an elite, the elite has to be worthy of its special privilege. I doubt that this can be true of so large an elite as college graduates. Advertising, an industry controlled almost completely by college graduates, reveals the gross taste, and anti-intellectuality of Americans. Despite its ubiquity, advertising doesn't elevate the fellow who didn't go to college.

—Harry Golden, in the New York World-Telegram and Sun, Aug. 23.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. C. B. **GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 806 New Center Bldg., Detroit 2 (TR 2-7211).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Merle Kingman.**

Associates: New York—**Lawrence Bernard, Phyllis Johnson, Denis Higgins, Ramona Bechtos.** Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, Lawrence E. Doherty, Cynthia Eaton.**

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **John B. Carlson**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston.** Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Jack Barnett.** Los Angeles: (Simpson-Reilly Ltd., 1709 W. 8th St., HU 3-0561) **Walter S. Reilly, James March, William C. Pritchard, Murray Keatinge.** San Francisco: (Simpson-Reilly Ltd., 703 Market St., DO 2-4994) **Richard B. Paulsen.** Portland, Ore. (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles.** London: Publishing & Distributing Co., Ltd., Mitre House, 177 Regent St., London W1. Paris: Gerard Lasfargues, 186 Boulevard Malesherbes, Paris 17.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

The new Marchalite charm jewelry, which lights up by means of a tiny battery, could easily be guaranteed to make its wearer the life of the party.

•

Walter Weir urges the organization of an "audit bureau of criticism" of advertising, a job which some editors of ad-carrying magazines have already taken on.

•

The *Dispatch* proclaims the Ohio capital as "Test City, U.S.A.," meaning no doubt that through Columbus you can discover America.

•

Knox Reeves staffers at the Minnesota State Fair in St. Paul interviewed the people and found that most of them liked advertising.

The anti-advertising minority is small but vociferous.

•

They said it couldn't be done, but Dallas and Ft. Worth are getting together in a joint issue of the *Times-Herald* and *Star-Telegram* Oct. 30.

•

"Some things money can't buy," says *Business Week*, referring to its selective subscription policy.

And another thing money can't buy, says Tom Yawkey, of the Boston Red Sox, is a major league baseball pennant.

•

The first obligation of an advertiser, says J. C. Penney, is to present the story of what he has to offer "simply, clearly and honestly."

If everybody followed that policy, the FTC would go out of business.

•

Manufacturers are at work on a variety of electric-power cars, the story says.

Can you remember 'way back when the Waverly and the Rauch & Lang were the aristocrats of the automobile world?

•

A Southern newspaper says its market "is racing ahead of the statisticians in every economic indice."

And that's a good index to its promotion optimism.

•

Jim Sterling calls attention to the same stock illustration used by two advertisers in the same issue of a medical journal.

The model runs a grave risk of being rated a hypochondriac.

•

"Librium becomes No. 1 tranquilizer, although outspent by rival advertiser."

If the rival is upset by this unexpected development, his doctor may prescribe Librium.

•

Names of race horses were considered in selecting a title for the new Dodge compact, but somehow or other they never got around to that appealing appellation, Citation.

COPY CUB.

in Delaware Valley's suburbs,

The Daily Inquirer reaches 30% more adult readers than the major evening newspaper!*

30%

The suburbs account for 58% of the market's population. Here's the sales score:

	Percent of Total Market
Retail Sales	61%
Food Store Sales	65%
Automotive Sales	71%
Drug Store Sales	59%
Gasoline Station Sales	75%
Lumber & Building Supplies	76%
Furniture & Appliance Sales	61%

FOOD CENTER

If you want to sell more where they're buying more—put your advertising in The Inquirer!

**Source: "Philadelphia Newspaper Analysis" by Sindlinger & Company Inc. Highlights available on request.*

The Philadelphia Inquirer

Good Mornings begin with The INQUIRER
for 1,433,000 adult daily readers

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
ROBERT T. DEVLIN, JR.	EDWARD J. LYNCH	RICHARD I. KRUG	FITZPATRICK ASSOCIATES	FITZPATRICK ASSOCIATES
342 Madison Ave.	20 N. Wacker Drive	Penobscot Bldg.	155 Montgomery St.	3460 Wilshire Boulevard
Murray Hill 2-5838	Andover 3-6270	Woodward 5-7260	Garfield 1-7946	Dunkirk 5-3557

Honoring the Minds
that meet the Challenge
of the
'60s...

IRE remembers the MAN

. . . for advancements
in radio-electronics

To scientist J. W. Gewartowski, not yet 30, goes the *1960 Browder J. Thompson Memorial Prize Award* for his paper, "Velocity and Current Distributions in the Spent Beam of the Backward-Wave Oscillator." IRE is proud to honor him for this technical contribution, and to salute all who, in this challenging decade, work for the advancement of electronics and apply it to the betterment of our lives.

J. Gewartowski

Your company, too, has to meet the challenge of the '60s in the vast radio-electronics field; to do so, it too must "remember the man"—must reach the top-level minds who control purchasing for electronic equipment, components and supplies. 65,243 (ABC) of them read **Proceedings** every month—ACT on what they read. Present your company's facts in **Proceedings**—and watch the reaction!

For a share in the present, and a stake in the future, make your product NEWS in

Proceedings of the IRE • The Institute of Radio Engineers

Adv. Dept. 72 West 45th St., New York 36, N. Y. • MUrray Hill 2-6606 BOSTON • CHICAGO • MINNEAPOLIS • SAN FRANCISCO • LOS ANGELES

Your product's exposure
on KOIN-TV is the magical
prelude to a purchase in
Portland, Oregon, and 32
surrounding Oregon and
Washington counties.
KOIN-TV's power of
persuasion is earned by years
of carefully-planned
program service, tailored
to community needs and
preferences. Check Nielsen
for proof*.

KOIN • TV

PERSUADES
PEOPLE
in
PORTLAND
!

* Highest ratings and widest coverage . . . 7 of every 10 homes in Portland and 32 surrounding counties.

KOIN-TV • Channel 6, Portland, Oregon
One of America's Great *Influence* Stations
Represented Nationally by CBS-TV Spot Sales

Getting Personal

That's the Life department: **Harry Pesin**, creative director of Rockmore Co., New York, his wife and three sons leave Oct. 6 for a year in Europe. Mr. Pesin will work on a picture book, tentatively titled, "You *Can* Take the Kids and Live Abroad for a Year" . . . Also taking a year's leave of advertising is **Howard Rowland**, vp of Smith/Greenland Co., New York, who will be writing a novel and teaching high school English at Briar Cliff Manor . . .

Forthcoming books: In November, Little, Brown will publish "The Pacifiers" by **Mack Hanan**, management consultant. The book takes the position that U.S. advertising simply reflects the dominant values in our society—values which unfortunately are very superficial . . . On Nelson's spring list is "460 Secrets of Successful Advertising People" by **Willard Pleuthner** of BBDO . . . The second revised edition of "Tested Advertising Methods" by BBDO's **John Caples**, will be published in mid-January by Harper Bros. . . A play, "Come Away with Me," written by **Lionel Wiggam**, model, poet and playwright, will be out in December as part of Coward-McCann's contemporary drama series . . .

Thomas S. Sedlar, public relations account exec at Adams & Keyes, New York, is on loan to the Nixon-Lodge campaign forces until after election day . . .

Dampier Wong

FISHING DERBY—*Banford Wong, Vancouver grocer, was named King of Anglers in the Vancouver Sun's annual fishing derby, when he caught a 31 lb., 15 oz. British Columbia spring salmon. As winner, he was awarded the Sam Cromie Memorial Trophy, presented here by Larry Dampier, assistant publisher of the Sun, and a 16' motor boat.*

Los Angeles ad and broadcast men turn professors this fall: **Stuart Newmark**, Foote, Cone & Belding, begins his third year as evening instructor at UCLA, and **Ed Benham**, chief engineer of KTTV, will conduct a class in video tape editing, a special course for industry at USC . . .

Ad-venturer: **H. George Bloch**, head of his own St. Louis agency, his wife and son recently returned from an exciting trip to unexplored jungles of northern Brazil . . .

Don Smith, exec vp of Tobias, O'Neil & Gallay, Chicago, is grateful this was not a typical day. He was sitting in the dentist's chair when he had an appendicitis attack, was rushed to the hospital for an operation, returned to work a few days later sporting a new inlay but minus an appendix . . .

Jim Ernst, in the art department of BBDO, has ten water colors from his spring excursion to Portugal on display in Portugal's tourist office in New York. This fall, he'll keep busy giving lecture-demonstrations at the public library, Artists Guild and City College . . .

J. M. Russakoff, head of Vanguard Advertising, New York, is teaching two courses in advertising copy, campaigns and media this fall at Queens College. **Edgar J. Malecki**, of McCann-Erickson's SCI division, is the instructor for an elementary advertising course there . . .

Helen Gloekler, a secretary, at J. Walter Thompson Co., New York, is one of eight finalists chosen from some 100 entrants in a beauty contest sponsored by the German-language newspaper, *Staats-Zeitung & Herold* . . .

Magician **Milbourne Christopher** and his company of Mystery-workers open Sept. 26 at the Maidman Playhouse, New York, in a show of 20th century sorcery, "Christopher's Wonders." He's the husband of **Maurine Christopher**, AA's radio-tv editor . . .

The September issue of *True* carries an article, "Fourteen Miles of Frostbite," picturing **Jim Briggs** (exec vp of EWRR) racing his sled-dog team in an annual melee at Ste. Agathe des Monts, Quebec. Sled driver Briggs maintains a kennel of 30 Huskies at Tamworth, N. H. . .

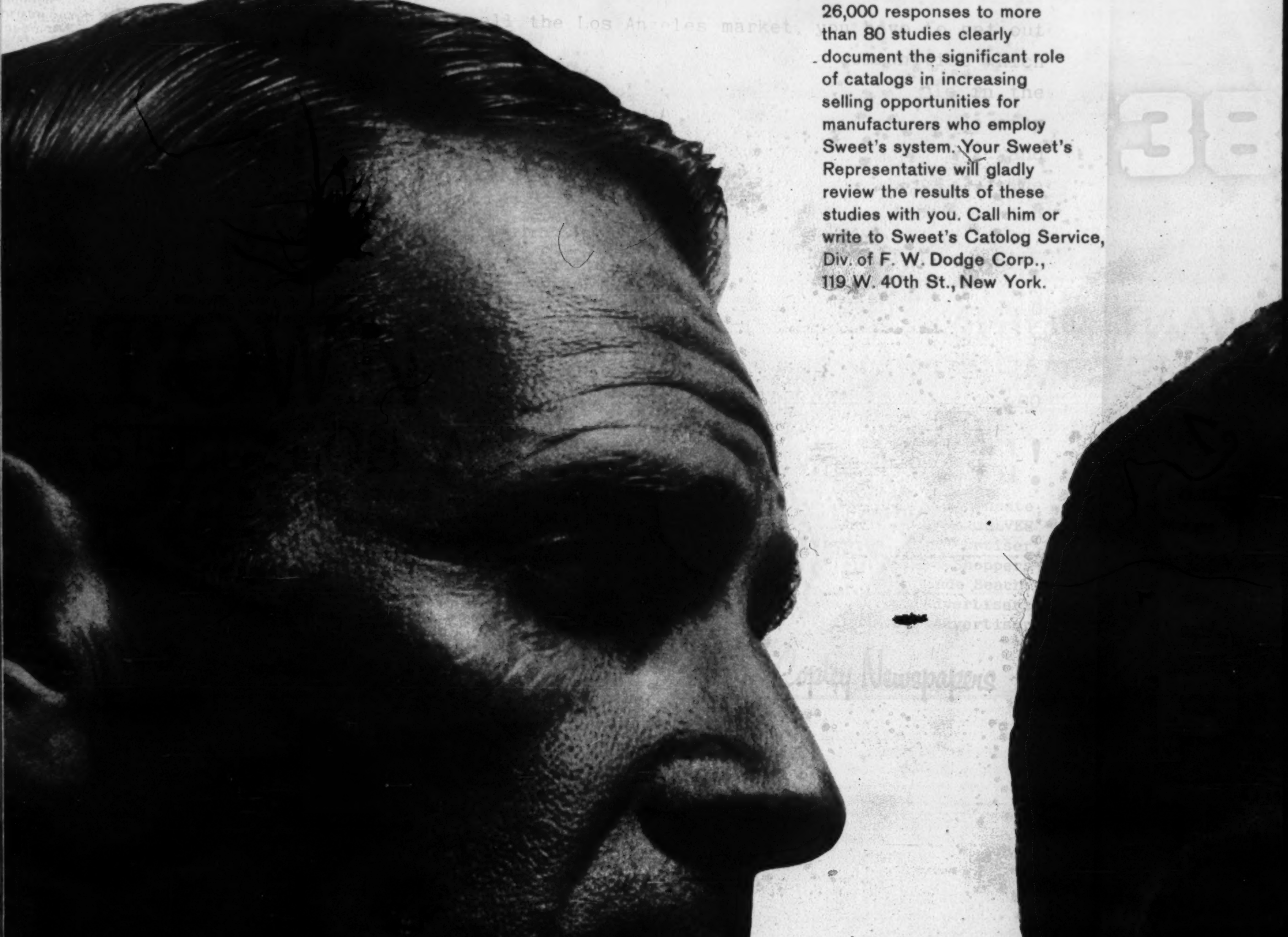
Reg Clough, promotion director of *Reader's Digest*, **A. Edward Miller**, publisher of *McCall's*, **Ben D. Zevin**, president of World Publishing, and **William R. Adams**, president of St. Regis Paper Co. are new appointees to the steering committee for National Library Week . . .

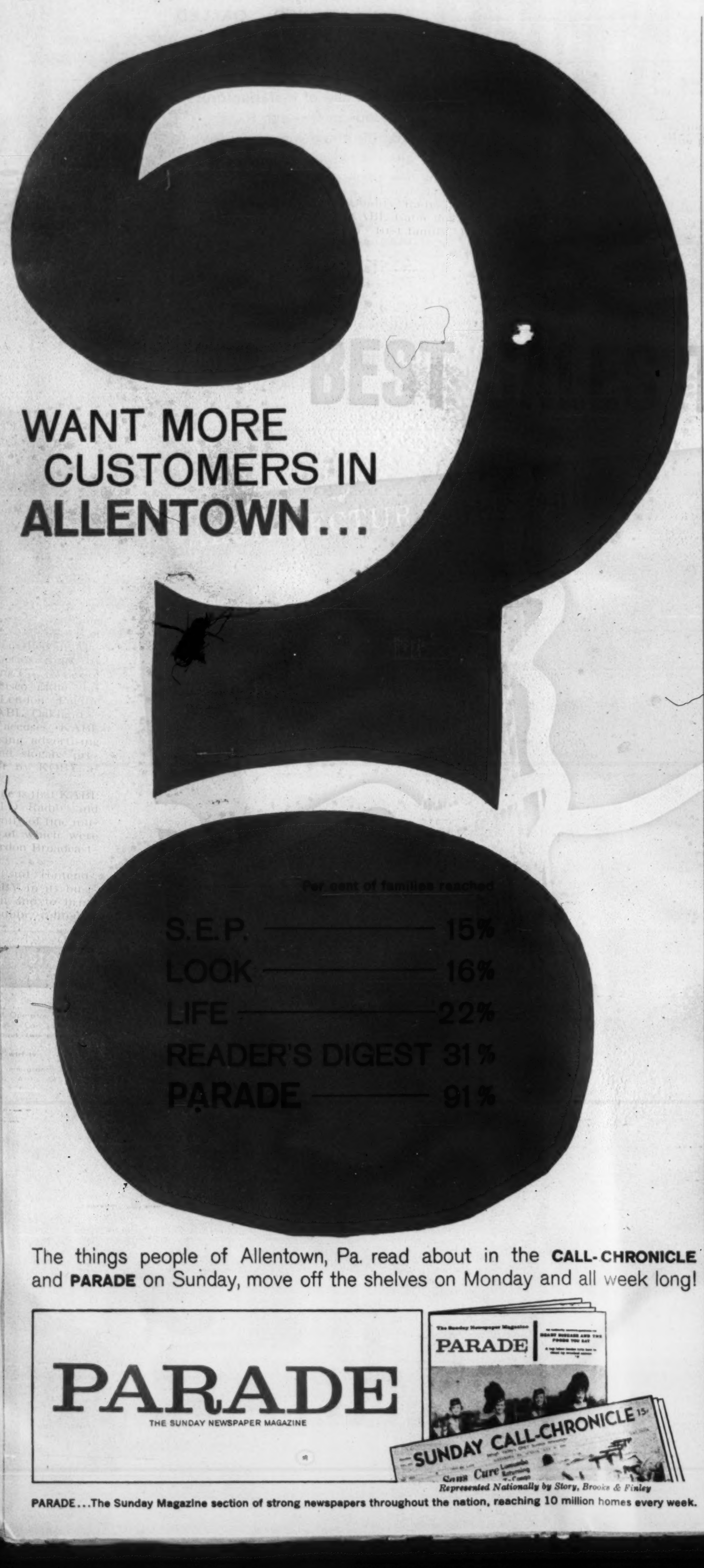
Oscar L. (Westy) Westgate, who retires Sept. 30 as advertising vp of R. T. French Co., was honored at two New York dinners, no less. The first was tossed by French agency guys at the River House; the second at the Barberry Room by a group of magazine people . . .

RECOMMENDED

SPECIFIED . . . APPROVED . . . REQUISITIONED . . . CALLED LOCAL OFFICE.

These are typical of the buying actions which result from buyers' use of manufacturers' catalogs in Sweet's Files. 26,000 responses to more than 80 studies clearly document the significant role of catalogs in increasing selling opportunities for manufacturers who employ Sweet's system. Your Sweet's Representative will gladly review the results of these studies with you. Call him or write to Sweet's Catolog Service, Div. of F. W. Dodge Corp., 119 W. 40th St., New York.





WANT MORE
CUSTOMERS IN
ALLENTOWN...

Per cent of families reached	
S.E.P.	15%
LOOK	16%
LIFE	22%
READER'S DIGEST	31%
PARADE	91%

The things people of Allentown, Pa. read about in the **CALL-CHRONICLE** and **PARADE** on Sunday, move off the shelves on Monday and all week long!

PARADE
THE SUNDAY NEWSPAPER MAGAZINE

Represented Nationally by Story, Brooks & Finley

PARADE...The Sunday Magazine section of strong newspapers throughout the nation, reaching 10 million homes every week.

PARADE
SUNDAY CALL-CHRONICLE

BALLOON VOTE—*Believing that democracy works best when everybody participates—"even the youngsters!"—Standard Oil Co. of California, San Francisco, will start giving away elephant and donkey balloons at its Standard and Chevron stations. Newspaper, television, radio and point of sale will be used to promote the giveaway. Batten, Barton, Durstine & Osborn is the agency.*

Advertising Can Put Its Own House in Order: Kintner

It's Not FTC's Aim 'to Protect Fools from Their Folly,' He Tells Ad Post

New York, Sept. 13—Taking a swipe at critics "who would destroy free advertising," Earl W. Kintner, chairman of the Federal Trade Commission, told admen here yesterday that there are sufficient indications that advertising is capable of putting its own house in order—without any need for more and more government regulation.

In one of several departures from his prepared address before the Advertising Men's Post No. 209 of the American Legion, Mr. Kintner said that it "delighted his heart" to have read recently in Advertising Age that an agency had spent $500,000 to remake a certain tv commercial.

"This, I think, is self-regulation within the advertising industry. This is, I think, money well spent," he said.

"When the FTC regulators went around and knocked on certain doors, they were told that the agencies had already changed the ads. This is self-regulation."

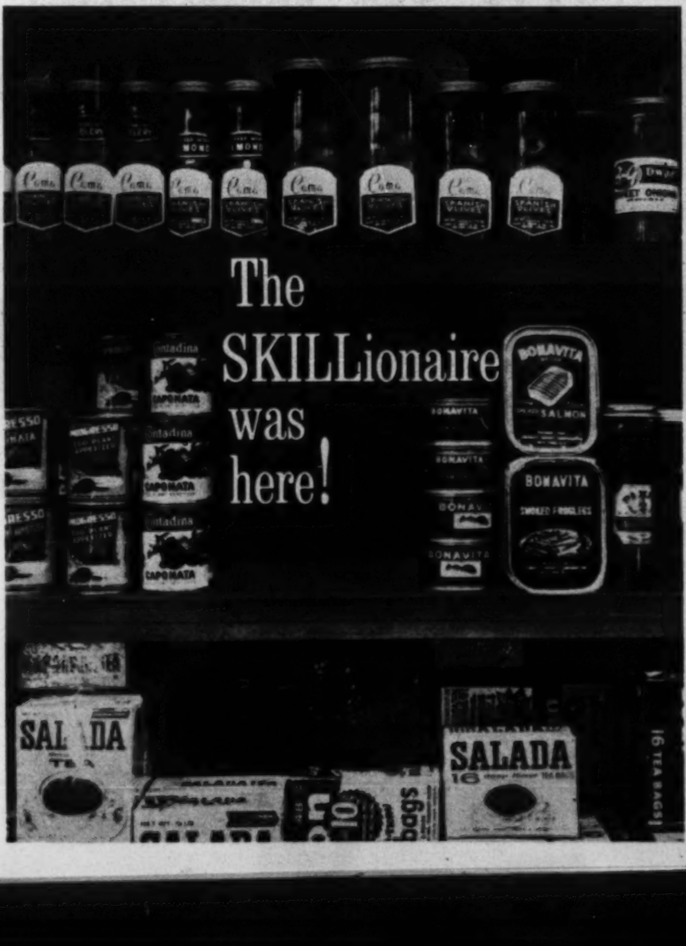
He said he is confident that the industry can look after its own standards, and added, "I wish we could have half as many cases against advertising next year."

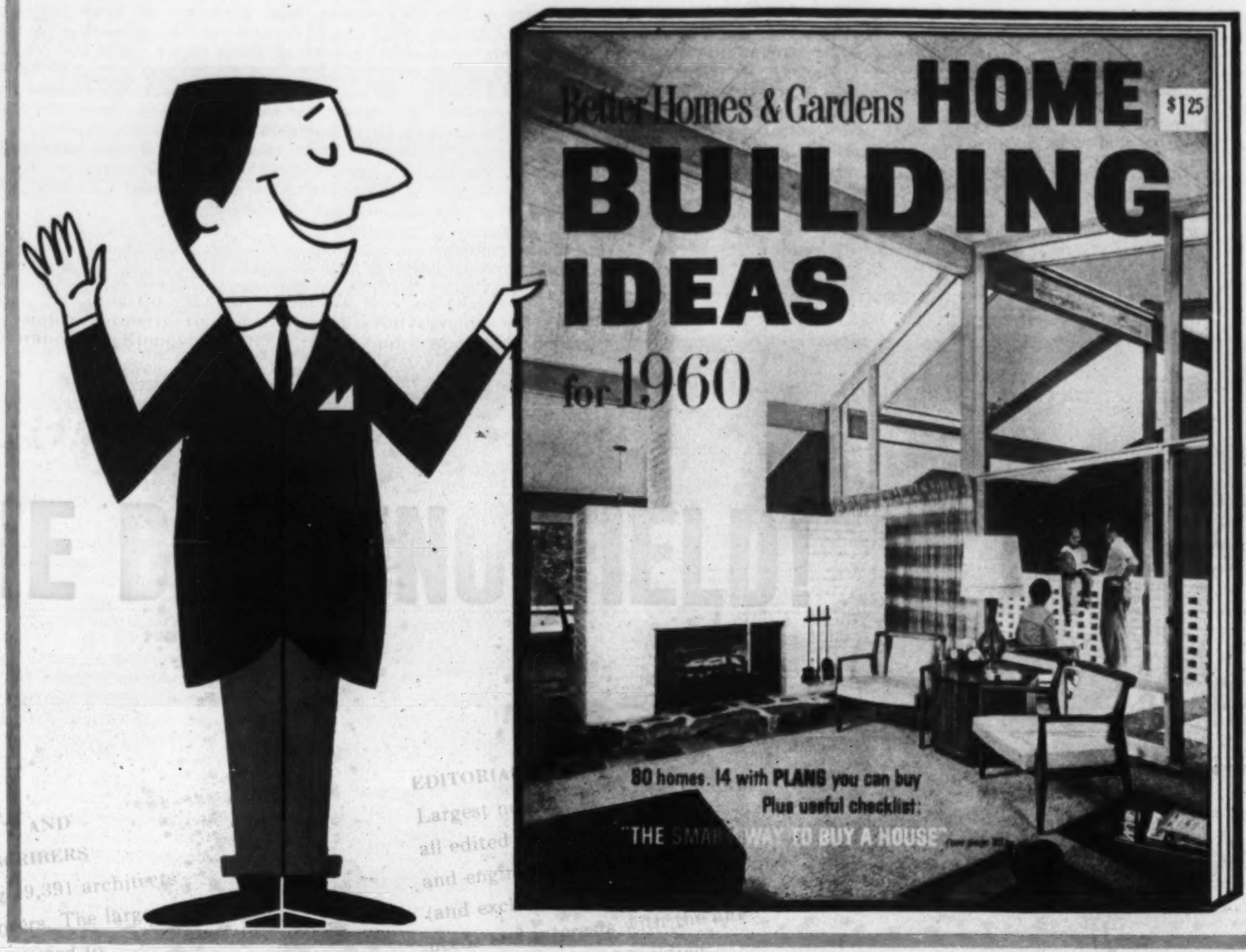
▪ Mr. Kintner apparently was prompted to make the ad lib insertions in his prepared speech by the remarks of Frederic Gamble, president of the American Assn. of Advertising Agencies.

Mr. Gamble introduced Mr. Kintner as a man who did not, like a small-town traffic policeman, lie in wait for offenders driving two or three miles an hour above the local speed limit. He added that Mr. Kintner might be making some remarks about "politics" in his speech.

The FTC chairman praised Frank Stanton, president of Columbia Broadcasting System. "I think he has the guts, the courage and the

(Continued on Page 22)




Better Homes & Gardens HOME BUILDING IDEAS for 1960
$1.25
80 homes. 14 with PLANS you can buy
Plus useful checklist:
"THE SMART WAY TO BUY A HOUSE"

NEXT ISSUE CLOSES NOVEMBER 15, 1960
ON SALE JANUARY 19, 1961
RATE BASE 185,000

How to get more than you pay for when you buy an ad . . .

You get a bonus of 1000 free merchandising calls on top building material dealers when you advertise in any of BH&G's three building-related annuals (Home Improvement Ideas, Kitchen Ideas, Home Building Ideas). As each Idea Annual is released, seasoned sales representatives from National Plan Service, Inc. (a Meredith subsidiary), call on the country's most promotion-minded dealers. Presenting each dealer with a complimentary copy of the book, they point out the sales power of its editorial and advertising content.

You get more than you pay for when you advertise in *any* of Better Homes and Gardens' six Idea Annuals. Each specialized publication communicates directly and vividly to a truly *selective and productive* audience.

Better Homes & Gardens 1961 HOME IMPROVEMENT IDEAS
$1.25
How to build space-saving STORAGE UNITS that are both specialized and decorative
RESTYLING KITCHENS for increased efficiency
SPECIAL! FINISHING BONUS SPACE in ATTICS, BASEMENTS, and GARAGES

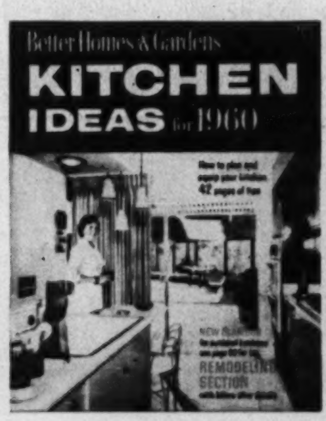
Closes: June 15, 1961
On Sale: August 18, 1961
Rate Base: 165,000

Better Homes & Gardens HOME FURNISHINGS IDEAS for 1961

Closes: July 15, 1961
On Sale: September 20, 1961
Rate Base: 475,000

Better Homes & Gardens CHRISTMAS IDEAS for 1960
HUNDREDS OF IDEAS
GIFTS YOU CAN MAKE

Closes: August 15, 1961
On Sale: October 20, 1961
Rate Base: 600,000


Better Homes & Gardens KITCHEN IDEAS for 1960
42 pages of them
REMODELING SECTION

Closes: October 14, 1960
On Sale: December 20, 1960
Rate Base: 225,000

Better Homes & Gardens GARDEN IDEAS for 1960

Closes: December 15, 1960
On Sale: February 18, 1961
Rate Base: 135,000

Better Homes & Gardens
IDEA ANNUALS

SIX SPECIALIZED SALES IMPROVERS FROM . . .

MEREDITH of DES MOINES . . .

. . . America's biggest publisher of ideas for today's living and tomorrow's plans

FULL COLOR POST CARDS & BUSINESS CARDS

From original transparencies within 6 to 8 weeks in quantities of 1,000 upwards. Write for our complete line, based on 35 years of continuous service to the photographic industry.

THE GROGAN PHOTO COMPANY
Dept. AA
Danville, Illinois

imagination that is so sorely needed by advertising—and by American business," he said.

"I have a profound belief in capitalism and free enterprise. If this be politics, then I am in it up to my ears."

■ Outlining the activities of the FTC, Mr. Kintner said: "The commission's job is not to control or manage the choices of sellers or buyers. How people spend their money is their own affair.

"It is not the function of the FTC to encourage or discourage the production of automobiles with or without tail fins or to encourage or discourage consumers from buying automobiles with or without tail fins."

So long as the truth is made available to the buyer, the buyer may act wisely or foolishly; "our purpose is not to protect fools from their folly," he said.

Speaking by implication of the attacks on advertising, he said that there are certain philosophies of government regulation, heard "with increasing volume in recent months," which should be rejected.

■ "Taxation, control and censorship suggest themselves immediately as appropriate techniques for stamping out 'wasteful' advertising," but the extension of this doctrine would be a calamity for the nation, he said.

Mr. Kintner declared that "no self-appointed bureaucrat or college professor or even popularly elected representative or executive can have either sufficient wisdom or any moral warrant to make the appropriate choice for others. And if that be treason, make the most of it."

One of the things advertising men can do, he suggested, is to report all dishonest advertising by competitors.

"The thought of being a squealer may be distasteful, but it is the sensible alternative to permitting the unscrupulous to make your business decisions for you and force you to do things which you know are wrong," he said.

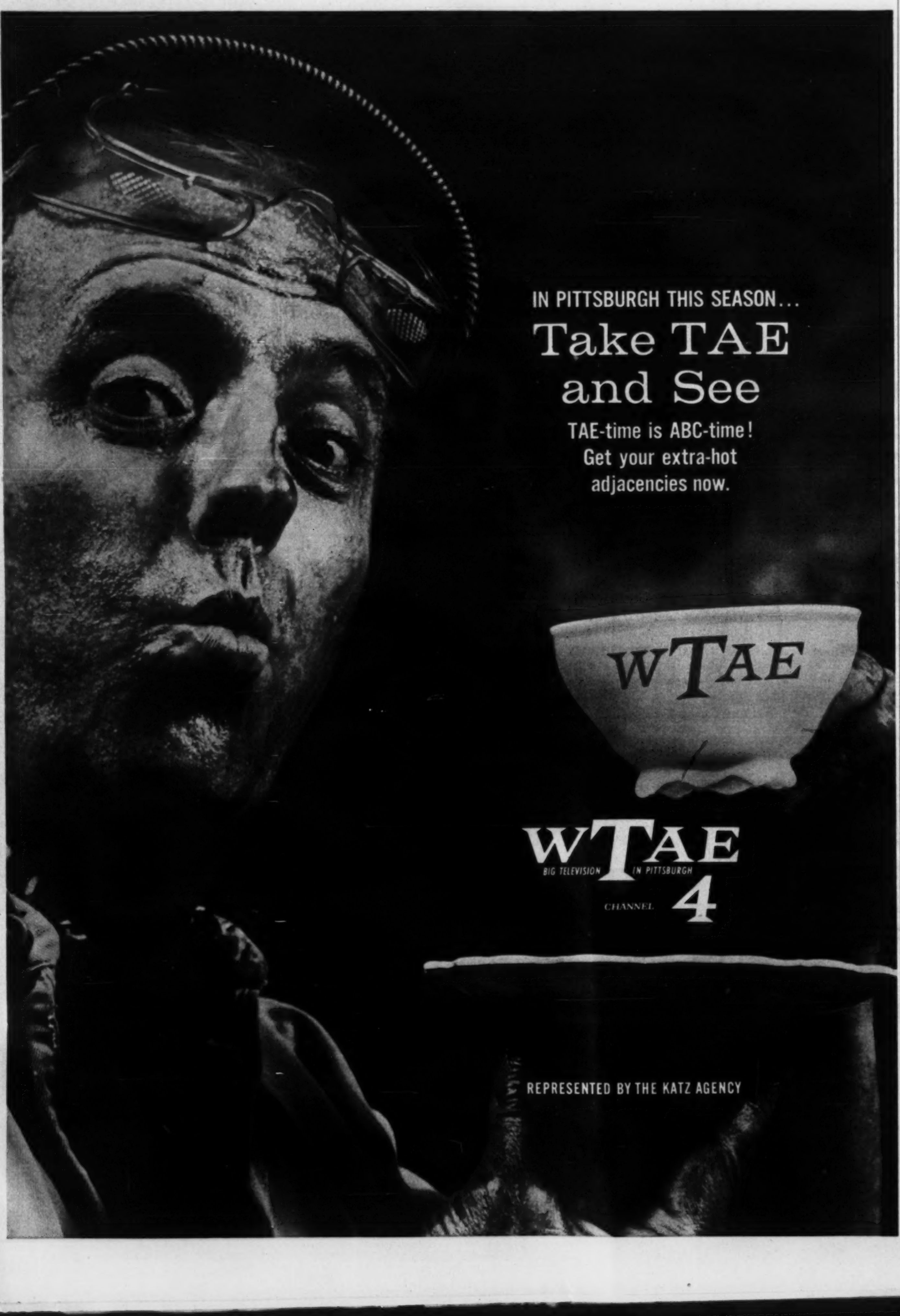
■ "The commission carefully protects the identity of all those who complain. And I don't solicit a flood of complaints here. I neither want nor expect such a flood of complaints.

"Where your competitor is using deceptive advertising, it is your public duty to call the situation—either by mail or telephone—to the attention of the FTC.

"I merely suggest this as a matter of hard-headed business. This is a far more intelligent course than acquiescing in such activities, which waste advertising dollars and discredit the entire industry."

In the end, it is the advertising industry which must keep its own house in order, he said. "If you do this, I am confident that those who would destroy free advertising will have little upon which to base their case.

"If you do not accept your responsibility, your industry may suffer greatly, and the entire country will be the worse for it." #


IN PITTSBURGH THIS SEASON...
Take TAE and See
TAE-time is ABC-time!
Get your extra-hot adjacencies now.
WTAE
WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4
REPRESENTED BY THE KATZ AGENCY

'Longview News' Names 3; Anderson Retires as Manager

Upon the retirement of R. M. (Curley) Anderson as manager of the *Daily News*, Longview, Wash., Stanley E. Fagerstrom has been named advertising director and William B. Brigman has been appointed to the new post of business manager. Mr. Fagerstrom was formerly classified advertising manager, and Mr. Brigman was formerly comptroller and assistant to the publisher. Doris Matilla, chief clerk in the classified department, succeeds Mr. Fagerstrom as classified manager. Mr. Anderson, who joined the staff as a reporter in 1923, will not leave the *News*, but will act as national advertising manager.

Linn Joins Canyon Films

George W. Linn has joined Canyon Films of Arizona, Phoenix, as general sales manager. Mr. Linn was formerly a partner and account executive of White & Shuford Advertising, El Paso. Canyon Films produces television film commercials, industrial films, sound filmstrips, photographic illustrations and transcribed radio commercials.

Bundy Marine Names Jaqua

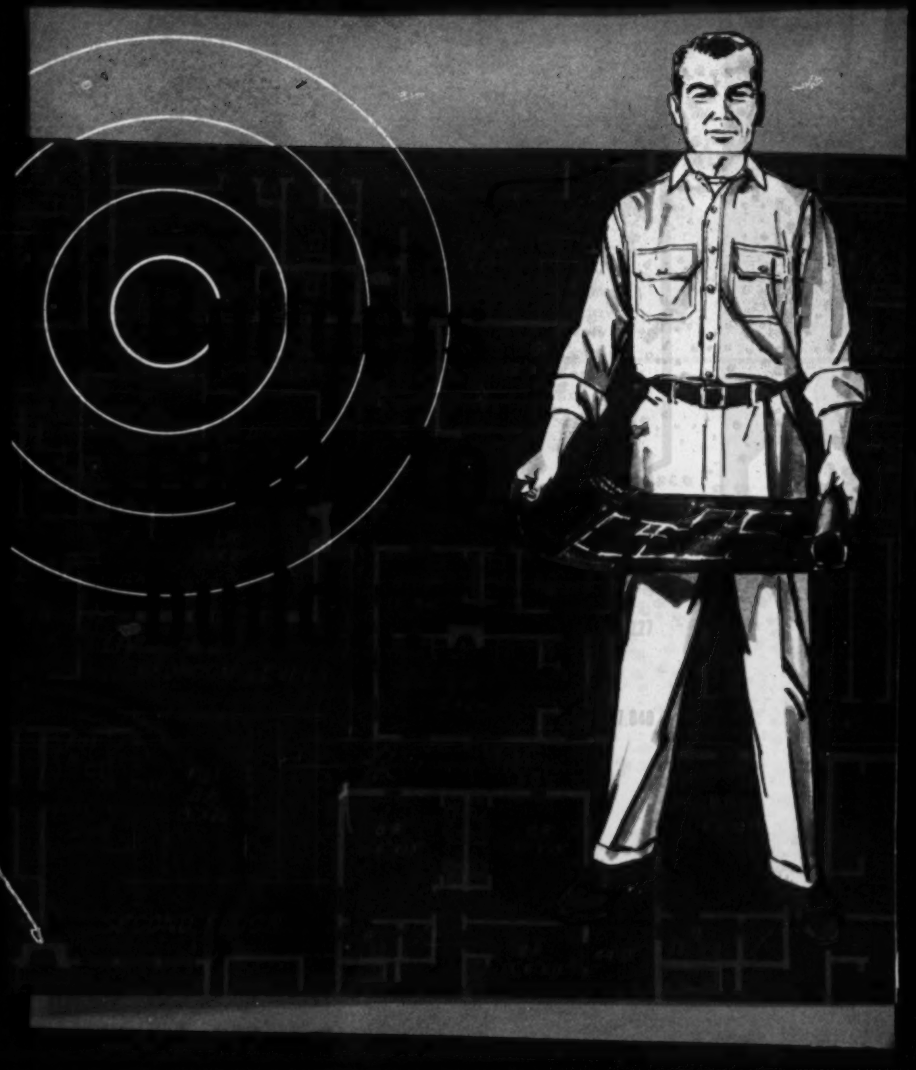
Buddy Marine, Mountainside, N. J., division of Bundy Tubing Co., Detroit, has appointed Jaqua Co., Grand Rapids, Mich., marketing and advertising consultant. Jaqua will service a new line of outboard engines being made by Bundy's new plant in Milan, Italy.

Appliance Service is big Business

For facts about this fast growing industry ask for your copy of Market File "A".

ELECTRIC APPLIANCE Service News

505 N. LaSalle St., Chicago 10, Ill.



Advertisement

Refute Claim Builders Still Cling to "Old Style" Methods

Few criticisms of the building industry have a more familiar ring than the charge that a very large number of the nation's 120,000 active builders cling to "old fashioned" building methods and that technological change is sure to alter building product marketing patterns—perhaps soon.

At best, this is a perilous oversimplification that can lead to decisions crippling the sales effectiveness of building product marketing plans, warns the Bureau of Building Marketing Research, an affiliate of *Practical Builder*.

At worst, thousands of promotional dollars may go down the drain in ill-founded attempts to anticipate market changes alleged to be imminent (or already here).

BBMR believes that even the most articulate and "scientific" industry criticisms of this type usually seek their basic appeal in the notion that "if demand for homes is so great, why can't they just stamp them out like everything else?"

The ill-informed critic thus bypasses the most basic fact about the builders' product, says BBMR.

Market's Basic Facts

Individuality is the most unique and fundamental characteristic of the new homes, remodeling jobs and non-residential structures (stores, small office buildings, churches, etc.) that comprise the $30-billion-plus annual volume of builders in the light construction field.

The demand for more than a million new homes each year is a demand for *individuality*, not standardization.

Even if radical design standardization were possible, BBMR says, terrain, climate and local conditions of many kinds introduce variables that defy the degree of design standardization associated with mass-produced consumer products.

Despite these realities, the belief persists that technology will "solve the problems" and one day product manufacturers will confine their selling to a comparatively few big producers of finished homes.

Builder Is Manufacturer

Overwhelming evidence indicates that the most accurate way to view building is to view the builder as a *local manufacturer*. And because building is done where people are—centered not in a few places but in the tens of thousands of small, medium and large communities everywhere—there are necessarily tens of thousands of active, important builders, "large" and "small." The Department of Labor estimates that there are 120,000 of them.

Only by grasping this fact first, can one grasp the significance—and probably direction—of the great technological changes that have occurred, and will continue to occur, in building.

These changes are truly radical—in *individual phases* of the building operation, in the *componentization* and *pre-assembly* of many elements common to most buildings, and in the *mechanization* of the whole building process.

But at the same time, today's home is a far more complex and sophisticated end product than the "four walls and a roof" of yesterday.

Take the lowly nail. Once—in its commonly known forms—it was the primary fastener; today, its original common forms have spawned scores of special-use types. *Furthermore, the nail is only one of a variety of new fastening devices (welding, laminating and adhesive techniques) used by the builder.*

Yesterday, there tended to be comparatively few "accepted" materials and building methods for constructing various parts of the home. Today, there is an array of sound alternatives available to the builder at each phase of construction.

Great Changes—Slowly

The impact of these technological changes might be described as "revolutionary" in character, "evolutionary" in pace. Every builder—large, medium, or small—has had to incorporate great technological change in his operation, yet the pace of this assimilation has had to be geared to an industry made up of many, many builders, and nearly as many local conditions.

Today's builder is more than ever a practical technician. The increased number of construction alternatives require *more*—not less—practical building knowledge. The highly competitive conditions under which the builder operates compel constant alertness to new products.

The builders' most critical task is in the "production cost" area—the best real estate salesman, the most tolerant lender or even an outstanding home design will *not* keep his operation in the black if he fails in production cost.

The significance of this is even more clear when it is understood that the builders' scope of operation includes much more than new homes. Where different types of merchandising, financing and land development techniques are required according to the type of job (residential, remodeling or non-residential), the builders' "production cost" role always remains the same, and is always critical.

All Builders Important

There can be no doubt that tens of thousands of important, "practical" builders—large and small—have the decisive voice in the selection of an ever-increasing variety of products going into today's new homes, and the great majority of light construction, remodeling and new non-residential jobs.

The most recent evidence of this is a study of builders (in 6 metropolitan cities) selected at random by the Bureau of Building Marketing Research, in cooperation with the University of Denver and the University of California at Los Angeles.

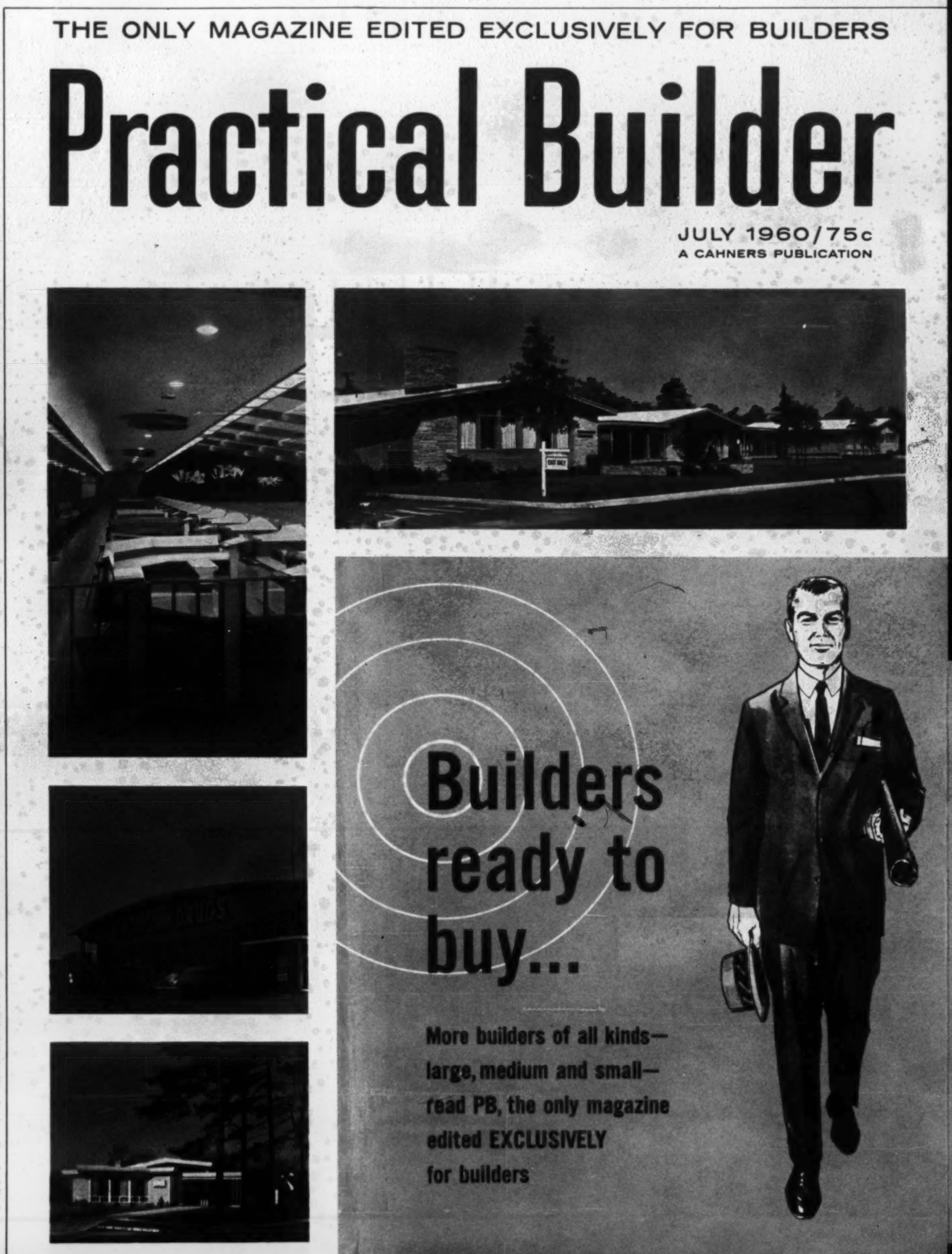
The three staffs first interviewed the builders, then each subcontractor, and, where applicable, the architect and the real estate company, to determine who really makes the buying decision. Each industry factor who could have a part in the determination of type or brand of product was interviewed.

The results are clear*:

"Predominantly, it is the builder who determines types and brand of product . . . Not only does the builder say this, but HIS *subcontractors, architects and real estate firms say it as well . . . While there was some 'me-too-ness,' the overlap was quite minor . . ."*

BBMR doubts that the basic market patterns described here will change soon—if at all—in any marked degree. If the building process is properly understood, one marvels not at why it doesn't change, but at the fact that it works so well, and so productively.

**details of this study on request.*



THE ONLY MAGAZINE EDITED EXCLUSIVELY FOR BUILDERS

Practical Builder

JULY 1960/75c

A CAHNERS PUBLICATION

Builders ready to buy...

More builders of all kinds—large, medium and small—read PB, the only magazine edited EXCLUSIVELY for builders

The one magazine edited for builders only is the one magazine that serves all builders best, serves all builders' interests: new home building, non-residential light construction, remodeling and modernization work of all kinds—your *total sales target*.

Construction "know how" is the key . . . and whether they are building or buying, builders find *more* of it in PB. Your advertising in Practical Builder is surrounded by authoritative editorial coverage, enticingly served up to *buyers* who last year accounted for 69.7% of the *entire* new home building volume, 80.5% of the *entire* "light" non-residential building volume and 50% of the entire builder remodeling volume*!

PB goes where builders are, puts your message where the business is. Its colorful, dynamic, authentic and practical pages give builders what they want and need; give you more readership *where it counts*. Why settle for less? And why pay more . . . when Practical Builder delivers it all at much the lowest cost!

*Volume figures from "The Continuing Study of Practical Builder Reader Activity" by the Bureau of Building Marketing Research. Ask your PB representative for details or write

Practical Builder • A Cahners Publication • 5 South Wabash Ave., Chicago 3, Illinois

PREFERRED READING
WITH MEN WHO MAKE INDUSTRIAL ADVERTISING

says **WILLIAM T. CLAWSON**
Director, Advertising & Promotion
Harris-Intertype Corporation

"I enjoy reading Industrial Marketing—the long articles are meaty and the short ones newsy. IM seems to have the proper mix for all types of reading. We route our copy through the advertising department and regularly refer articles to each other to strengthen a point in a past discussion."

A native of Pittsburgh, Mr. Clawson entered the industrial world as a teen-ager via a job in the standards engineering department at Westinghouse, but his sights were on making his mark in advertising. He achieved his goal in the early 1930s when he was named advertising manager of the National Metal Molding Co. (now National Electric Products Corp.). Along the road to his present Cleveland-based position as director of advertising and promotion for the Harris-Intertype Corp., Mr. Clawson added to his experience as an advertising executive at the National Metal Products Co. and the Miller Printing Machinery Co. Harris-Intertype, which makes typesetting machines, presses and other equipment for the graphic arts industry, earmarked about $125,000 for space in business publications in 1959.

says **RUSSEL H. LUTZ, JR.**
Sales Promotion Manager
United States Plywood Corporation

"When I first became involved in sales promotion several years ago I needed quick help to acquaint myself with the mechanics of my new profession. I found just what I needed in Industrial Marketing. Every member of my department reads IM every month. It provides a real stimulus to fresh thinking."

During Mr. Lutz's early business career (both before and after his World War II service in the Army Air Corps), he racked up experience in such diverse fields as sales, produce buying, credit investigation and boat building. Then came a tour of duty in the Korean War, after which he hung up his shingle as a remodeling contractor. Mr. Lutz joined the United States Plywood Corp. as a builder service representative in 1956, and shortly thereafter was named sales promotion manager of the midwest division. He moved up to national sales promotion manager, with headquarters in New York City, in the fall of 1958. United States Plywood, manufacturer of Weldwood plywood and allied products, spent $279,000 in the business press last year.

says **HOWARD W. ROSE**
Vice-President and Media Director
The Buchen Company

"I read practically every advertising and marketing trade publication and I find them all helpful. But since many of our clients are in the industrial field, I have long considered Industrial Marketing as almost Number 1 on my list of 'required reading.' Only in Industrial Marketing do I find all phases of this highly specialized field of promotion fully covered."

Mr. Rose brought to his position at The Buchen Co. the valuable experience he gained as a circulation salesman for the McGraw-Hill Publishing Co., calling on industrial executives in Northern Illinois and Indiana. He joined the Chicago agency in January, 1931, as media director and has also served as an account executive supervising his firm's work for a wide variety of clients. Among the nation's leading agencies in the placement of businesspaper advertising (an estimated $4,000,000 in 1959), Buchen handles such industrial accounts as Chain Belt Co., Gardner-Denver Co., General Dynamics Corp. (Liquid Carbonics Division), Gisholt Machine Co., Joseph T. Ryerson & Son, Inc. and Schield Bantam Co.

im
INDUSTRIAL MARKETING
SELLING AND ADVERTISING

The magazine of selling and advertising to business and industry

INDUSTRIAL MARKETING

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE NEW YORK 17, NEW YORK

Retailers' Yule Hits in November, NRMA Study Finds

NEW YORK, Sept. 13—When it comes to holiday promotions, it's the month before Christmas, not the night, that counts most in the retail stores.

A survey by the sales promotion division of National Retail Merchants Assn. shows that a "significant" proportion of Christmas promotional effort takes place in November.

Of the 53% of stores which said they send out a Christmas catalog, 28% mail it the third week in November; 27% mail it the first week in November and 27% the second week. Individual replies showed mailings as early as Oct. 20 and as late as Dec. 1.

Of the 29% which use a newspaper supplement, 33% run it around the last week in November, 11% in the first week in December.

Of the 36% which send out a separate Christmas toy catalog, a total of 89% have completed the mailing by the third week in November; 38% mail in the first week of November; 14% mail the fourth week in October; 11% the third week in November and 10% the second week in October.

■ Christmas or pre-Christmas themes are used in November advertising by 81% of the stores—34% the third week; 28% the first week; 20% the fourth week; and 9% the second week.

One-fourth of the stores open or expand their toy departments the first week in November; 14% the second week in October; 12% the fourth week in October. Christmas trimmings on the upper floors are started by 29% the third week in November, and on the main floor by 37% in that week. #

Irish Exports to U. S. Hit Record High in 1959-'60

Ireland's exports to the U. S. increased 40% to a record $31,000,000 in the fiscal year ended March 31, according to the annual report of the Irish Export Board. Biggest dollar earners were Irish thoroughbred horses, which brought in $1,268,400. Food products also hit the $1,000,000 mark, for the first time, with chocolate and confectionery goods accounting for more than one-third of this total.

Irish whisky sales were up 12%, a gain attributed by the board to the success "achieved by the government-sponsored advertising campaign which started at the end of 1958; since this time exports have increased by 26%."

Haugan Joins Northrop Corp.

Jevne Haugan Jr., previously an account executive with Hal Stebbins Inc., Los Angeles, has been named advertising manager of Northrop Corp., Beverly Hills, Cal. Also appointed was James A. Cross, art director. Norman Warren is director of public relations and advertising for the company, which has as divisions and subsidiaries, Norair, Nortronics, Radioplane, Northrop International, Pag Communications Engineers, U.S. Underseas Cable Corp., and Acme Metal Molding Co.

Matthews to Wine Institute

Jack T. Matthews, public relations manager at Los Angeles of Foster & Kleiser Co. for the past 14 years, has been named western director of state relations for the Wine Institute, San Francisco.

Lummis & Co. Bought by Expanding U.S. Tobacco

U.S. Tobacco Co., New York, has acquired the business and assets of Lummis & Co., Philadelphia, maker of canned and packaged nuts and other nut products. Lummis had net sales of $6,800,000 in its last fiscal year. It will be operated as a wholly-owned subsidiary with no changes contemplated in business operations. U.S. Tobacco has been in an expansion and diversification program in recent years. A year ago it acquired Circus Foods Inc., West Coast nut manufacturer. With the Lummis purchase U.S. Tobacco is now in a position to move into nationwide distribution for its nut products.

GET OUT OF TOWN

To sell all the Los Angeles market, you have to get out of town. You have to reach the thriving communities which surround the city proper. Some 59% of the people in the Los Angeles market live in "hometowns" beyond the city limits. The Los Angeles Copley Newspaper Group covers and sells a sizable part of this Greater Los Angeles market. The Group includes eight dailies and 18 supplementary weeklies which provide coverage of 31 communities. Total circulation: 501,639*. The entire Newspaper Group is yours with one order, at a discounted flat line rate of $1.50, or a bulk discounted rate (5,000 lines or more within one year) of $1.40 a line. For details, ask any office of WEST-HOLLIDAY CO., INC.

*Audited and sworn circulation figures: 3/31/60

SELL LOS ANGELES AT HOME!

LOS ANGELES COPLEY NEWSPAPER GROUP: ALHAMBRA POST-ADVOCATE · El Monte Post-Advocate Alhambra Post-Advocate Shoppers · BURBANK DAILY REVIEW · Burbank Review Shopping News · CULVER CITY STAR-NEWS & VENICE EVENING VANGUARD · Culver-Palms Advertiser · Mar Vista Advertiser Venice Advertiser · Baldwin Hills Advertiser · GLENDALE NEWS-PRESS · Glendale News-Press Shoppers MONROVIA DAILY NEWS-POST · Monrovia-Duarte News Advertiser · SOUTH BAY DAILY BREEZE (Redondo Beach, Palos Verdes, Torrance, El Segundo, Manhattan Beach, Hermosa Beach) · South Bay Breeze Advertisers South Bay Breeze Peninsula Advertiser · SAN PEDRO NEWS-PILOT · San Pedro News-Pilot Advertiser

"THE RING OF TRUTH" Copley Newspapers

You can afford the timeless beauty and reliability of the new
ROBERTSHAW
élégante
Robertshaw

FIRST—Grayson controls division, Robertshaw Mfg. Co., Long Beach, Cal., is using its first consumer magazine with this color insert in the September Good Housekeeping and Sunset. Half pages will run in Better Homes & Gardens and American Home. McCarty Co. is the agency.

Rival Hijacking Our Promotion, KOBY Suit Says

Oakland, Cal., Sept. 13—A $1,328,000 lawsuit charging "malicious intent to injure" and "deception of the public" has been filed in Alameda County superior court by Gordon Broadcasting Co., owner of KOBY, San Francisco radio station, against McLendon Pacific Corp., owner of KABL, Oakland.

The complaint accuses KABL of "deliberately using advertising ideas, materials and slogans prepared and paid for by KOBY as their own."

The specific charge is that KABL used the slogans "I.Q. Radio" and "America's first family of fine music stations," both of which were "originated" by Gordon Broadcasting Co.

The intent, the suit contends, was to "injure KOBY in its business and reputation and to bring the station into public contempt and ridicule."

■ Last June 15, KOBY was purchased by Gordon from David Segal for $700,000.

Shortly thereafter, Gross & Roberts, San Francisco agency, was retained by Sherwood R. Gordon to develop an advertising and promotion campaign leading up to a change of the station call letters Sept. 12 from KOBY to KQBY.

On Aug. 4, the lawsuit contends, the agency recommended a "teaser" campaign using the words "I. Q. Radio" as preliminary to announcement of the new call letters, to be followed by advertising.

Advertising orders for the campaign were placed Aug. 11 for 80 bus signs in San Francisco and Oakland, and on Aug. 17 with San Francisco newspapers.

■ Starting Aug. 30, "at frequent intervals throughout the day and night, and since that date," the suit charges, "KABL began announcing 'You've seen our signs and now you've found our sound.

" 'This is I. Q. Radio. Intelligent Quality Radio for San Francisco. KABL, Cable music, part of America's first family of fine music stations.' "

At frequent intervals since Aug. 31, the suit continues, "KABL has also broadcast the phrase: 'You'll hear the difference Sept. 12. I. Q. Radio'."

Sept. 12 is the date KOBY switched its call letters to KQBY.

The legal action also attacks KABL's use of the phrase, "America's first family of fine music stations" and points out that Gordon Broadcasting Co., as owner of KBUZ, Phoenix, and KSDO, San Diego, "has for more than one year used this phrase in their radio transmissions, on their letterheads and advertising to the general public and the trade media."

■ The suit seeks a restraining order preventing KABL from using the KOBY-KQBY advertising and promotional materials and slogans and seeks damages of $828,000 and additional punitive damages of $500,000.

Similar complaints charging "fraudulent advertising and lack of responsibility" have been filed by Gordon with the Federal Communications Commission and the Federal Trade Commission.

Pending a full hearing of the

WTRF-TV STORY BOARD

Switchboard Operator: "He just stepped out. Can you call back in about two martinis?"

"Starsview 7" wtrf-tv

Wolfgang Stein, a German immigrant, came to America on a visitor's visa. Altho he was a skillful reporter, he couldn't find a full-time job, which was essential to get his visa extended. Just the day before his visa expired, Time magazine hired him as a copyboy. His visa extended, he cabled the news to his family in Germany: "A niche in Time saves Stein."

"Starsview 7" wtrf-tv

She was only the optician's daughter, two glasses and she made a spectacle of herself.

wtrf-tv "Starsview 7"

A great many of our troubles are man-maid!

"Starsview 7" wtrf-tv

Still think it would be a good idea for one of the networks to come up with a show called the "Unmentionables" . . . what exposure! . . . how revealing! . . . would be appealing whether it covered a lot or a little territory.

wtrf-tv "Starsview 7"

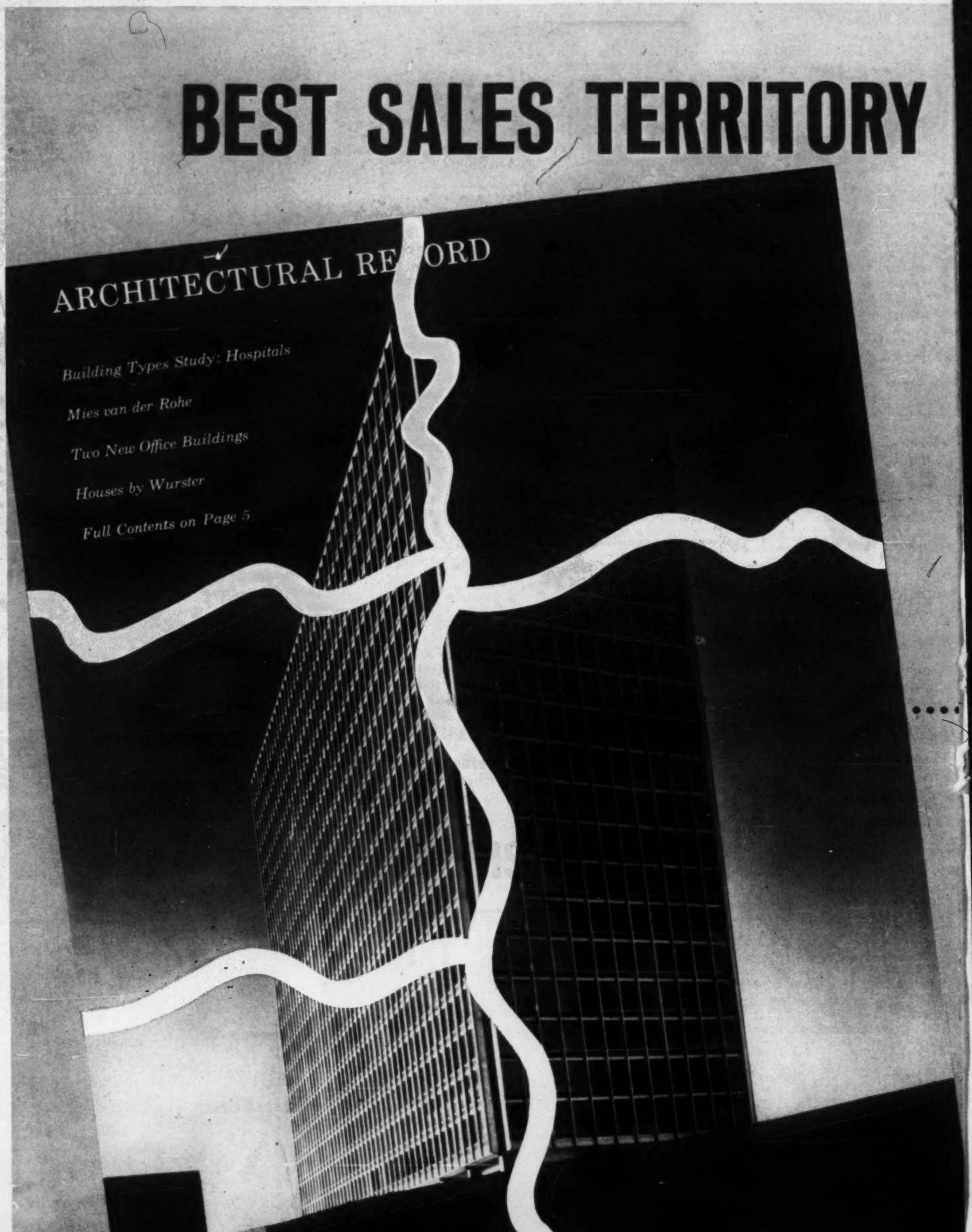
Merchandising and promotion is another advantage you get when your spot campaigns are placed with wtrf-tv. Ask George P. Hollingbery to line you up for your share of the lucrative Wheeling-Steubenville Industrial Ohio Valley Market SOLD by WTRF-TV from WHEELING!

wtrf-tv "Starsview 7"

The best thing for a cold shoulder is still a mink!

wtrf-tv Wheeling

CHANNEL SEVEN • WHEELING, WEST VIRGINIA



al manager of KABL, declared, "This must be a publicity stunt. KOBY switched from rock and roll and tried to copy KABL, and that didn't work. The radio station was sold. It got desperate." #

Spot Time Opens 2 Branches; Adds Nine Stations

Spot Time Sales, New York, radio-tv station representative, has opened branch offices at 821 Market St., San Francisco, and at 30 N. LaSalle St., Chicago. Clint Sherwood will manage the San Francisco office, and Don Sanders will head the Chicago branch. KTOP, Topeka, Kan., formerly handled by Daren F. McGavren Co., has appointed Spot Time Sales as its national representative.

Spot Time Sales has been appointed national representative for nine stations. They are WEIR, Weirton, handled in Ohio by Ohio State Representatives, and WTCS, Fairmount, W. Va., previously represented by Gill-Perna; WING, Anniston, with no previous representative, and WAPX, Montgomery, Ala., formerly handled by Bolling Co.; WSKY, Asheville, N. C., formerly represented by Everett-McKinney; WICK, Scranton, previously handled by Walker-Rawalt, and WWML, Portage, Pa., a new station; WJPR, Greenville, Miss., formerly handled nationally by Bogner & Martin and represented in the South by C. K. Beaver & Associates, and KTOP, Topeka, formerly handled by Daren F. McGavren Co.

'Journal-American' Announces Sunday Edition Expansion

The *New York Journal-American* is embarking on what it terms a "million-dollar expansion program" for its Sunday edition. Starting Sept. 11 forty additional columns of space and 18 new attractions have been added to make up a new "Journal for Living" which will feature pages devoted to family guidance, fashion tips, food and family fun, trend and significance and spotlight on sports. Occasionally, the section will also include editorial material from the various Hearst magazines.

The newspaper will promote its expanded Sunday edition via newspaper ads in more than 50 metropolitan, suburban and country newspapers, radio and tv spots in the New York metropolitan area, and delivery truck posters.

Is your product dressed for sales?

ALL DRESSED UP—*Peerless Tube Co., Bloomfield, N.J., uses the fashion approach to advertise "the prosaic tin can." This color ad is currently appearing in Aerosol Age, Drug & Cosmetic Industry, Dun's Review and Modern Packaging. Carpenter-Proctor Inc., Newark, is the agency.*

IN THE BUILDING FIELD!

MOST ARCHITECT AND ENGINEER SUBSCRIBERS
30,132, including 19,391 architects and 10,741 engineers. The largest such audience ever attracted to an architectural magazine! And Record's renewal rate is highest in its field by far.

EDITORIAL LEADERSHIP
Largest number of editorial pages—all edited specifically for architects and engineers and accurately (and exclusively) attuned to their needs and interests with the aid of *Dodge Reports of building planning activity, Eastman Editorial Research*, and Record's own *Continuing Readership Research.*

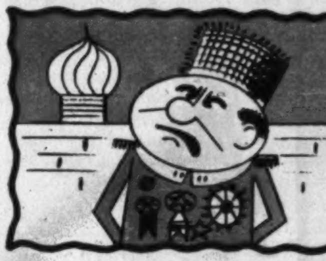
TOP VERIFIABLE MARKET COVERAGE
Record's architect and engineer subscribers are responsible for over 89 per cent of all architect-planned building, nonresidential and residential, small and large—a fact documented by *Dodge Reports.*

MOST ADVERTISERS AT WORK
Naturally, the best sales territory attracts the most sellers. In 1960, for the 14th year in a row, more building product advertisers are placing more advertising pages in Architectural Record than in any other magazine!

PREFERRED READERSHIP
Architects and engineers have voted Architectural Record "preferred" in 144 out of 159 studies SPONSORED BY BUILDING PRODUCT MANUFACTURERS AND ADVERTISING AGENCIES.

Architectural Record
F. W. DODGE CORPORATION
119 West 40th Street
New York 18, N. Y.
"stimulus to creative architectural and engineering design"

Far - Reaching !



We'll be ruined

unless we find a way to jam this unauthorized broadcast

Meanwhile, I suppose I'll have to watch it.

Everyone is impressed by the fast, accurate and complete news coverage on 6. Teamed with NBC, we make a combination that spells "Good News" for advertisers, too.

Your Weed TV man has all the facts.

WCSH-TV
6 NBC for PORTLAND MAINE

MAINE BROADCASTING SYSTEM
WCSH-TV 6, Portland WLBZ-TV 2, Bangor
WCSH Radio, Portland
WLBZ Radio, Bangor WRDO Radio, Augusta

Sun Chemical Forms Package Group After Adding 2 Companies

NEW YORK, Sept. 13—Sun Chemical Corp. has purchased two manufacturing companies and formed a new group to produce packaging materials, laminated and foam thermoplastic products.

Robert W. Marien, advertising manager, said no immediate changes in the advertising structures of the various divisions are contemplated as a result of their acquisition. He said, however, it is likely that some changes may occur as Sun's marketing emphasis is shifted. One aspect under consideration is possible integration of all consumer products under a common logo.

■ The two companies are Artistic Mfg. Co., Stamford, and Dyna-Foam Corp., Ellenville, N.Y. Sun said the Artistic acquisition gives it access to more than 15,000 retail outlets, largely in the variety store field, with nationwide coverage. Artistic makes decorative packaging materials.

Dyna-Foam makes thermoplastic films that combine properties of insulation against heat, cold, cushioning, decorativeness and waterproofing. It is competitive in use and price with paper.

Artistic and Dyna-Foam will be integrated with the Facile and Electro-Tech divisions of Sun to form the new packaging materials group, with Eugene Jacobson, newly-elected Sun Chemical vp, in charge.

■ Norman E. Alexander, Sun's president, said this group could account for 20%-25% of Sun's total sales by 1962, and an even greater percentage of its earnings.

Sun Chemical's other businesses are in the field of graphic arts and chemicals, particularly printing inks, paints and coatings, and in industrial coatings and finishes. Last year it had a volume of $54,800,000 and a net of $1,346,216. #

Traffic World

is the weekly newsmagazine of **transportation management*** in every industry and in every mode of transportation

*
the men who set transportation policies in their own organizations and collectively form the national transportation policy — industrial traffic managers, carrier executives, port authority traffic executives, public warehousemen, educators, government and military officials, transportation attorneys, chamber of commerce officials.

See our Service-Ad in SRDS Class. 148

Circuit Judge Rules in Favor of 4 Bank, Trust Companies

Louisville, Ky., circuit court judge Stuart E. Lampe has ruled that four bank and trust companies are innocent of any substantial violation of court orders dealing with the practice of law. In a 1958 suit the Louisville Bar Assn. objected to actions of Citizens Fidelity Bank & Trust Co., Kentucky Trust Co., Liberty National Bank & Trust Co. and Lincoln Bank & Trust Co. concerning their advertising and presentation of applications for probate of wills and administration of estates.

In an opinion, the judge turned down a request by the bar association for an injunction against the institutions, but found that the lawyers are entitled to a declaration of rights more clearly defining the manner in which the banks may advertise on the subject of estate planning.

Spaulding Denies FTC Charges of False Claims

Spaulding Bakeries, Birmingham, N. Y., baker of Slim-ette Bread, has denied Federal Trade Commission charges of making false weight-control claims.

Contending that the bread is "substantially lower in calories than ordinary white breads," Spaulding stated in the denial that Slim-ette is an aid to weight reduction.

'Purchasing' Circulation Hiked

Purchasing, New York, a Conover-Mast publication serving industrial buyers, is adding 3,158 to its circulation, bringing the total to 30,200, but ad rates remain the same. The increase, effective in November, results from the purchase of the metalworking circulation of the former *Purchasing News*, which since last May has become *Electrical/Electronic Procurement*.

Be Sociable, Have a Pepsi
Pepsi-Cola
SANALAC
special for drinking
INSTANT NONFAT DRY MILK

Industrial Publishing Names 2

Industrial Publishing Corp., Cleveland, has named James D. Robins and Robert E. Raynor eastern sales representatives for its publications, *Material Handling Engineering* and *Handling & Shipping Illustrated.*

Mr. Robins will handle sales in New York and New England, and Mr. Raynor in New Jersey, Maryland, Virginia, Delaware and the eastern section of Pennsylvania. Both will be headquartered in New York. Mr. Robins was formerly a sales representative and assistant to the director of corporate planning of Yale & Towne Mfg. Co. Mr. Raynor was with Electric Storage Battery Co.

'Newsweek' Names Three

Newsweek, New York, has named Stefan Meyer, who joined the magazine this year in a marketing capacity, manager of sales presentation. *Newsweek* also has named Clifford C. Curtis, formerly ad manager of *True*, to its New York sales staff, and Robert Hawkes, formerly with the American Newspaper Publishers Assn., to its St. Louis sales staff.

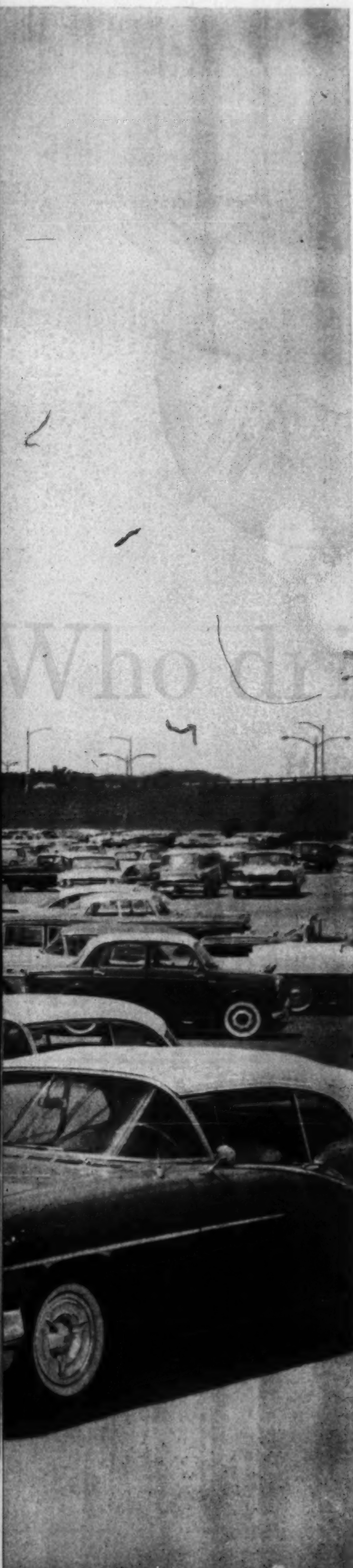
'Case & Comment' Hikes Rates

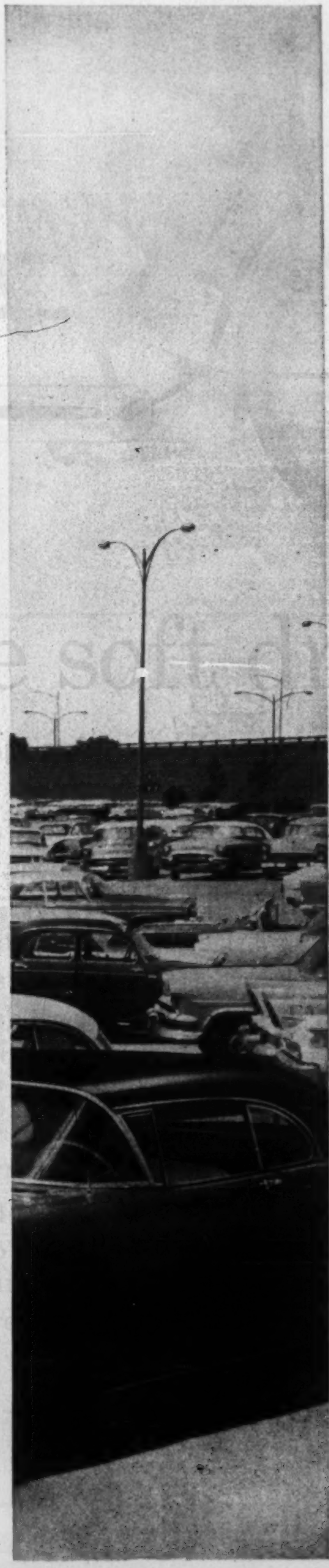
Case & Comment, Rochester, will increase its rates for a b&w page ad on a yearly contract covering six consecutive issues by 20%, from the present $400 to $480. At the same time the circulation guarantee will also be increased by a corresponding 20% from the present 100,000 to 120,000.

Air Moving Names Rossi

Air Moving & Conditioning Assn., Detroit, has appointed Rossi & Co. to handle its public relations and promotional activities. Denham & Co., Detroit, is the previous agency of record.

EASY TO TAKE—*Great American Reserve Insurance Co., Dallas, is running a 12-month promotion using regional editions of The Saturday Evening Post, a tv program in the Dallas-Fort Worth area and direct mail. Taylor-Norsworthy is the agency.*





NOW!
THE ★★★★ ★★★★
SHOPPING
CENTER
NETWORK
delivers new selling power!

★ Puts your product advertising on display in 238 centers in 95 top metropolitan markets. (27 more centers in the last 30 days!)

★ Gives you 63,000,000 exposures per month; costs as little as 25¢ per thousand shopper trips.

★ Delivers your selling message repeatedly throughout the parking area . . . to shoppers in an ideally receptive mood.

★ Reaches America's richest mass market: high-income, highly acquisitive suburban families.

★ Offers you opportunities for sustained, long-term selling or short-term seasonal promotion . . . nationally, regionally, or by market.

Note: By publication time, figures quoted may be obsolete. For the latest information on this fast-growing new medium, write, wire or call collect.

NATIONAL ADVERTISING CO.
Shopping Center Network Division, 6850 South Harlem, Bedford Park, Ill., LUdlow 5-6600 (Chicago)
A subsidiary of Minnesota Mining and Manufacturing Co.
3M COMPANY

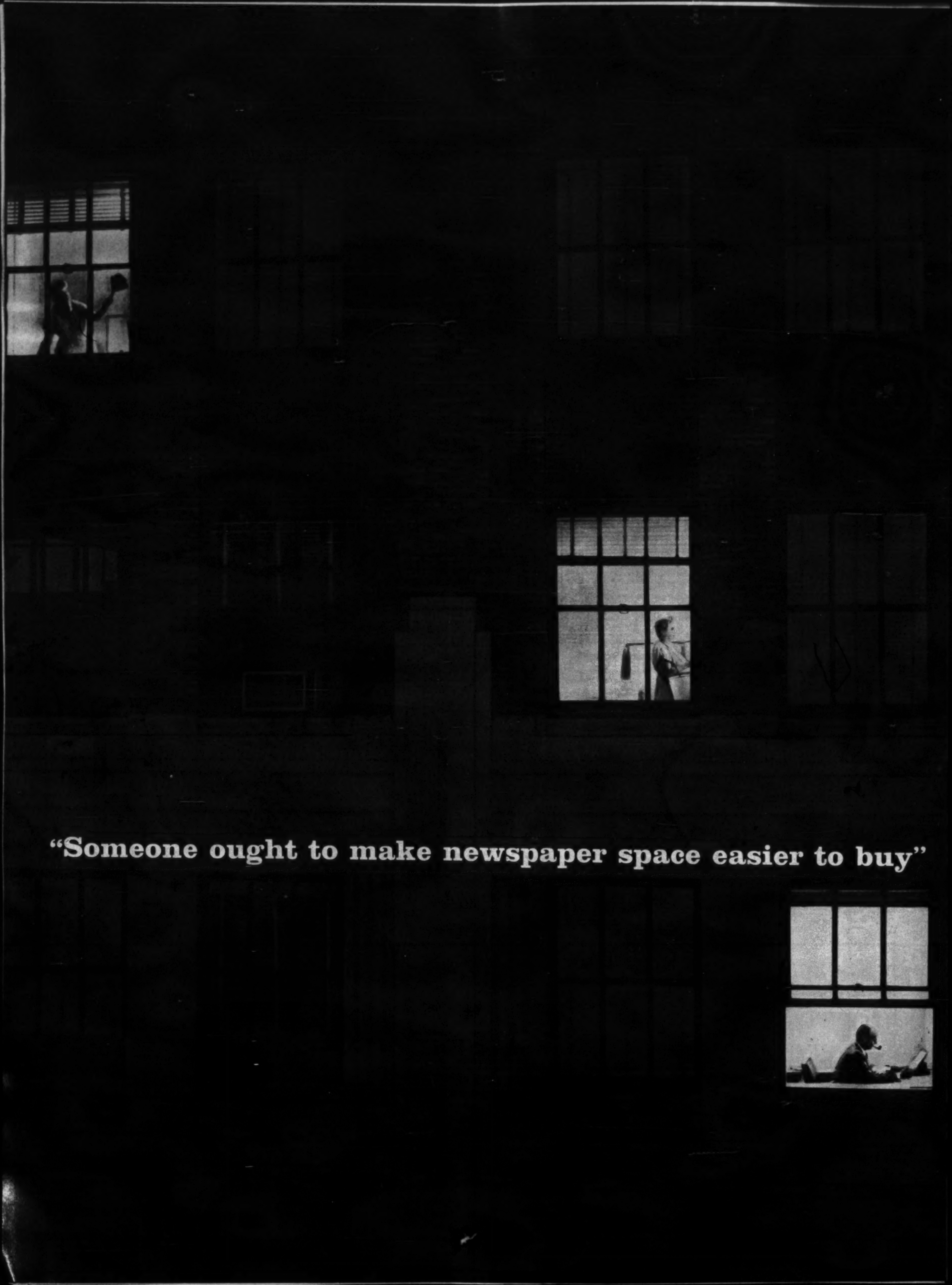
77% more
CIRCULATION PENETRATION
IN METROPOLITAN
WATERLOO
IOWA'S 3rd
100,000
PLUS
MARKET *

Check the figures. There's one — and only one way to reach Iowa's 3rd market. Waterloo and Black Hawk County belong exclusively to the Waterloo Daily Courier. It gives you a whopping 103.5% coverage of the area's 29,189 occupied dwelling units.

* ABC Black Hawk County Circulation figures

Waterloo Daily Courier		30,227
Des Moines Register	7,649	
Des Moines Tribune	191	
		7,840

WATERLOO DAILY COURIER
AN A. C. NIELSEN TEST MARKET


"Someone ought to make newspaper space easier to buy"

How often have you heard that line?

If you've been on Madison or Michigan Avenues any length of time, say 40 weeks or 40 years, you've heard it often, probably too often. Could be your own pet peeve!

Well, Metro has done something about it – with a new regional buy for Metro's SUNDAY Magazines and Sunday Comics Network.

Now, you can buy combinations of SUNDAY and/or Comics (three-paper minimum in each) with just one call to the nearest Metro office. More audience, more flexibility, more economy, more marketing savvy at the local level. Let's spell that out for you.

Since 1932 Metro has pioneered simplification of the newspaper space buying function: standardization in page sizes; new additions to both Metro networks; more flexible rate structures; steeper discounts; production savings passed along to advertisers; constant refinement of the marketing, research and promotion assistance offered to our advertising colleagues.

Now this new step forward. Now the marketing services, statistical information, flexibility and creativity formerly available through Metro on a national basis only, are at your disposal for *regional* use as well.

"What," you may ask, "is *new* about that? A flock of big-name national magazines now sell bits and pieces of their circulations. What has Metro got that we can't get from them?" It's a good question. And mark the answer for your own profit.

Charles Caleb Colton gave us the line: *"Imitation is the sincerest flattery."* And the current crop of magazine split-runs is indeed the sincerest flattery of the newspaper's basic marketing function – local editing, local circulation, local retailing, local pay-off at the check-out.

We salute the magazines and accept the compliment. But *no* magazine, however big or ingenious, will ever come close to Metro's member publishers in the journalistic job of painting the local scene in their editorial columns and the complex local marketing scene in their advertising columns. That's the exclusive function of the "fourth estate" – and let no one tell you otherwise.

When you buy Metro *regionally*, you get the real thing. When you buy magazine split-runs you get fragments of nationally edited, nationally distributed circulations – *sans the priceless local touch.*

When you buy Metro *regionally*, you'll get, in SUNDAY and/or Comics, the best-read sections of the best Sunday newspapers serving the markets of your choice. You'll get the deepest door-to-door coverage in every neighborhood of every market. You'll get the closest correlation with store locations of leading chains and supers. You'll get the finest printing available from modern newspaper presses. You'll get the know-how and where-to-tap experience of locally trained newspaper men who know their markets as they know the backs of their hands. In short, with Metro, you'll *get* the priceless local touch.

With a Metro man across your desk, you can push-pin your marketing-media plans. For a new product test or rejuvenation of an old product in Dallas or Des Moines, Pittsburgh or Phoenix, Boston or Buffalo (you name 'em, any three or more) he'll show you the facts, figures, facilities and cooperation you need. *You get the space you want, the help you need and the bill itself all from one source.*

And for that bill you will have reached a far larger audience at far lower cost per thousand than national magazine split-runs. See comparisons in the box below. Clearly, these examples may not fit *your* regional marketing problem. A phone call to the nearest Metro office will bring you the custom-tailored facts and figures you need.

LET'S LOOK AT THE EAST COAST

	CIRCULATION	COLOR PAGE RATE	CPM
SUNDAY (13 magazines)*	**7,047,229**	**$29,010.50**	**$4.12**
LIFE (Eastern Edition)	**2,335,000**	**$17,500.00**	**$7.49**
LOOK (New England & Middle Atlantic)	**1,696,000**	**$12,785.28**	**$7.54**
***SUNDAY**			
New York News (C&S)	2,468,951	$8,930.00	
Philadelphia Inquirer	1,041,740	3,950.00	
Pittsburgh Press	549,755	2,015.00	
New York Herald Tribune	521,568	2,538.00	
Boston Globe	431,274	1,900.00	
Newark News	392,215	1,042.50	
Baltimore Sun	320,877	1,675.00	
Washington Star	310,373	1,550.00	
Buffalo Courier-Express	305,367	1,470.00	
Boston Herald	298,604	1,400.00	
Providence Journal	191,274	1,050.00	
Springfield Republican	112,352	850.00	
Syracuse Post-Standard	102,879	640.00	

BUY THEM ALL OR ANY THREE

AND NOW LOOK AT THE MID-WEST

	CIRCULATION	COLOR RATE	CPM
METRO COMICS*	**5,078,234**	½ Pg. Color (952 lines) **$15,126.44**	**$2.98**
LIFE (East North Central Zone)	**1,675,000**	4-color Pg. (680 lines) **$11,762.50**	**7.02**
SATURDAY EVENING POST (East North Central Zone)	**1,254,343**	**$9,666.45**	**7.71**
***METRO COMICS**		½ Pg. Color	
Chicago Tribune	1,229,396	$4,050.00	
Chicago Sun-Times	670,127	1,150.00	
Detroit News	640,079	1,775.00	
Detroit Free Press	521,947	1,675.00	
Cleveland Plain Dealer	510,406	1,566.00	
Milwaukee Journal	513,647	1,550.00	
Indianapolis Star Muncie Star	338,876	1,295.44	
Cincinnati Enquirer	280,266	905.00	
Columbus Dispatch	278,461	810.00	
Peoria Journal-Star	95,029	350.00	

BUY THEM ALL OR ANY THREE

METROPOLITAN SUNDAY NEWSPAPERS, INC.

Sales Offices: 260 Madison Avenue, New York 16, N. Y., MUrray Hill 9-8200 ■ **Chicago 11,** 1710 Tribune Tower
Detroit 2, New Center Building ■ **Los Angeles 5,** 3460 Wilshire Boulevard ■ **San Francisco 4,** 155 Montgomery Street

METRO COMICS

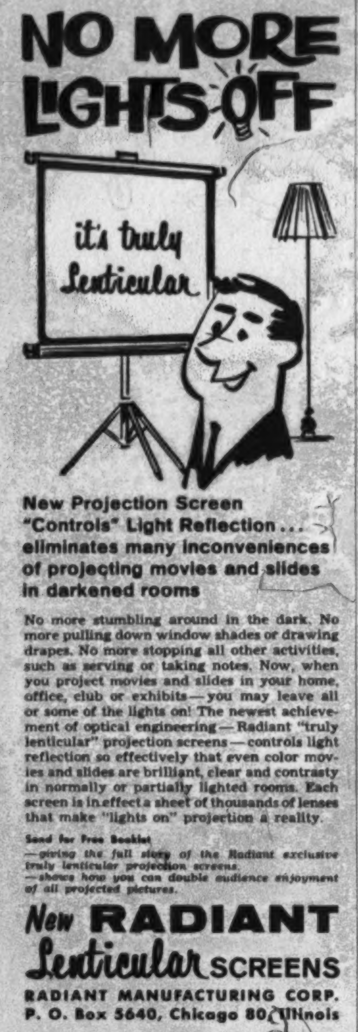
Sunday

Radiant Sets Ads in Consumer Books to Push Movie Screens

MORTON GROVE, ILL., Sept. 13—Radiant Mfg. Co., which produces movie and slide projection screens, will branch out into consumer magazines in its new advertising campaign.

Magazines on the schedule include *Esquire, Holiday, National Geographic Magazine, Newsweek, The New Yorker, Parents' Magazine* and *Playboy.* Ads will begin this month and run through the end of the year. Ads are also scheduled for the *New York Times* and *Wall Street Journal.*

In addition, Radiant will continue its advertising in photo trade and other publications and is considering expansion into foreign magazines. Irving J. Rosenbloom & Associates, Chicago, is the agency.



it's truly Lenticular

NO MORE LIGHTS OFF

New Projection Screen "Controls" Light Reflection . . . eliminates many inconveniences of projecting movies and slides in darkened rooms

No more stumbling around in the dark. No more pulling down window shades or drawing drapes. No more stopping all other activities, such as serving or taking notes. Now, when you project movies and slides in your home, office, club or exhibits—you may leave all or some of the lights on! The newest achievement of optical engineering—Radiant "truly lenticular" projection screens—controls light reflection so effectively that even color movies and slides are brilliant, clear and contrasty in normally or partially lighted rooms. Each screen is in effect a sheet of thousands of lenses that make "lights on" projection a reality.

Send for Free Booklet
—giving the full story of the Radiant exclusive truly lenticular projection screens.
—shows how you can double audience enjoyment of all projected pictures.

New RADIANT Lenticular SCREENS
RADIANT MANUFACTURING CORP.
P. O. Box 5640, Chicago 80, Illinois

SCREEN AD—*A new series of ads for Radiant Mfg. Co. includes this one, scheduled for National Geographic Magazine.*

'House Beautiful' Publishes Trade News; Raises Price

House Beautiful will publish an "Advance Retail Trade News" nine times a year as a merchandising service to inform retailers of upcoming features and to help advertisers sell their products. It consists of a five-page (printed on one side only), five-column newspaper previewing forthcoming issues of the magazine and suggesting ways to tie in with editorial features.

"Trade News" also lists advertisers, illustrates their ads or products and describes tie-in material offered by the advertiser. The first issue covers the October *House Beautiful.*

Also effective with the October issue, the cover price of the magazine will be raised from 50¢ to 60¢.

Brehony Joins Sampson

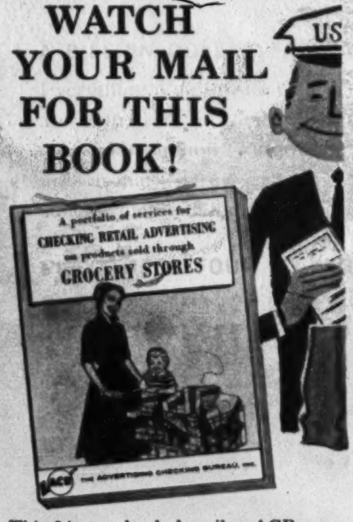
James L. Brehony, formerly manager of building product sales for *Look*, New York, has been appointed to head a new marketing division of Sampson Bros., Pittsburgh, community builder and land developer.

D-F-S Elects Three VPs

William A. Taylor, Robert Scurlock and Frederick A. Mitchell, account executives of Dancer-Fitzgerald-Sample, New York, have been elected vps.

If your products are sold through retail food stores—

WATCH YOUR MAIL FOR THIS BOOK!



US
A portfolio of services for
CHECKING RETAIL ADVERTISING
on products sold through
GROCERY STORES
ACB
THE ADVERTISING CHECKING BUREAU, INC.

This 24-page book describes ACB services that help you in the control and better use of retail food store promotions. Discusses all 3 types of co-op advertising plans and non-plan as well.

This book mailed Sept. 15 to all names on our lists. If we have missed you (or you think we might) send postcard and we will mail a copy immediately.

Advertising Checking Bureau,
18 S. Michigan Ave., Chicago 3.

Our Annual Fall

There's a big difference between advice and

That's why the plant engineer is one of the

He is an authority. Just what does a plant

Do others get into the buying act? Sure!

after the committee packs up and goes home,

plant engineer. When he goes home he's often

Meat Board Offers Handbook

National Live Stock & Meat Board, Chicago, will again offer an illustrated promotion handbook which describes methods and materials which various groups can use to boost meat sales in connection with its annual "Give Meat For Christmas" campaign. The promotion is directed both at the general public and business companies which make a practice of giving Christmas gifts to customers and/or employes. Copies of the promotion book may be obtained from the National Live Stock & Meat Board, Christmas Promotion, 407 S. Dearborn, Chicago.

Welch to Beckman, Koblitz

James O. Welch Co., Cambridge, Mass., manufacturer of Sugar Daddy, Sugar Babies and Pom Poms candy, has appointed Beckman, Koblitz Inc., Los Angeles, to handle its advertising in the western states, effective Oct. 1. Honig-Cooper & Harrington, Los Angeles, is currently handling the western account.

Appian Way Offers 5¢ Off

Food Specialties Inc., Worcester, Mass., has launched its annual 5¢ Off promotion for Appian Way pizza mix and sauce. It is backed by a four-color half-page unit in *Life*, Oct. 10, a two-column two-color ad in *Sunset Magazine*, newspaper and trade advertising. Charles F. Hutchinson Inc., Boston, is the agency for Appian Way.

Peterson Joins Arends

George B. Peterson has joined Donald L. Arends Inc., La Grange, Ill., as account supervisor and director of public relations. Mr. Peterson was formerly in the chemicals merchandising and public relations departments of Dow Chemical Co., Midland, Mich.

In just 15 days you will see how wonderfully
"Ice" Helps Improve Touchy Skins That Break Out'
Here is Your Special New 15-Day Complexion Timetable
$1.00

NEW FOR SKIN—*Shulton Inc., Clifton, N. J., will push its new Ice-O-Derm this fall in magazines with the theme: "In just 15 days 'Ice-O-Derm' Helps Improve Touchy Skins That Break Out." Ralph Allum Co., New York, is the agency.*

Sales Message:

authority. Authority carries a bigger price tag.

more respected members of the industrial community.

engineer do? Simple. He plans, he decides, he buys.

Who are they? Everybody (just read your mail). But

the man who makes the decision is usually the

accompanied by a copy of . . . . . .

Plant Engineering

LAND
OF
GIANTS!

Sales Giants, that is . . .

This describes, in a phrase, the Independent Standard Metropolitan Area of San Bernardino and Riverside Counties, California's 4th largest market, and the 29th largest market in the United States! A booming community of *proven buyers!* . . . whose Effective Buying Income last year exceeded $1.4 BILLION! An exploding community whose population increase in the last decade has been 12th largest, numerically, in the Nation! In gasoline sales, 18th in the U. S.! The land of America's most glamorous resorts, center of industry, mining and military establishments. If you're not getting your share of this fabulous market, there's only one way to reach it! Through the two newspapers which saturate it with unduplicated coverage and which have helped make Metropolitan San Bernardino-Riverside the LAND OF SALES GIANTS!

Source:
1960 Survey of Buying Power

RIVERSIDE
PRESS-ENTERPRISE
Represented Nationally by
Newspaper Marketing Associates.

SAN BERNARDINO
SUN-TELEGRAM
Represented Nationally by
Cresmer and Woodward Inc.

Seven of Eight U.S. Homes Have TV Sets, ARF Report Shows

NEW YORK, Sept. 13—There were 46,199,000 U.S. households, representing seven out of eight homes in this country, equipped with at least one television set in May, 1960.

These figures were released last week by the Advertising Research Foundation as the seventh in a series of reports started in June, 1955. The latest tally is based on the 1960 U.S. Census information.

There has been an increase of more than 14,000,000 tv homes since 1955, when only two out of three homes were tv-equipped. Latest multiple-set homes number 5,793,000, which is greater than the total number of tv homes reported in the 1950 U.S. census. U.S. households now boast a total of 52,500,000 tv receivers, an increase of 19,200,000 over 1955.

■ Listing the telephone status of tv homes for the first time, ARF's current report shows that 93.8% of homes with telephones also have tv receivers. This compares with 66.6% tv ownership in homes without telephones.

In addition to over-all figures, the study includes set ownership breakdowns for inside and outside standard metropolitan areas, urban and rural residence, type of household, size of household, census geographic regions and divisions, and Nielsen TV Index territories. There is also a technical appendix.

The report was underwritten by ABC, CBS-TV, NBC, the National Assn. of Broadcasters and Television Bureau of Advertising. Copies are available at $5 each from ARF at 3 E. 54th St., New York. #

Gill Joins Diversey

Harry M. Gill, formerly midwestern sales representative for *Chemical Processing*, Chicago, has been named ad and sales promotion manager of Diversey Corp., Chicago, manufacturer of chemical cleaning compounds.

Ronzoni Starts Drive

Ronzoni Macaroni is using television, spot radio, including foreign language programs, and subway posters in its fall advertising program. Mogul Williams & Saylor, New York, is the agency.

WDRC Drops CBS Affiliation; Sets Up Three-Phase Pattern

WDRC, Hartford, basic CBS Radio outlet in Connecticut for 30 years, has dropped network affiliation, and in its place the station will concentrate on a three-phase pattern—music, news and fun. To promote its new three-phase pattern, the station designated Aug. 18 as "Fun Day," during which the day's top feature was audience-participation, highlighted by prizes including a new car, mink stole, air conditioner and 100 other gifts. To date CBS has not designated a new affiliate for Connecticut.

At the same time Gene Anthony, formerly with WSPR, Springfield, Mass., has joined the news staff. More than 30 news programs are being added to the format, including a new background program called "Perspective," featuring Jack Zaiman, *Hartford Courant* political writer.

Geyer Sets Tuition Aid Plan

Geyer, Morey, Madden & Ballard, New York, is offering tuition assistance to any staff member who takes a night school course furthering his advertising career. The course may be commercial, advertising or academic. According to Sam M. Ballard, agency president, "A staff member working toward a diploma or degree may be given tuition assistance for such academic courses as English, mathematics or foreign languages, just as readily as another employe would be eligible for a typing, bookkeeping or copywriting course."

Cooper Joins Clinton Frank

Bennett W. Cooper has joined Clinton E. Frank Inc., Chicago, as an account executive. Mr. Cooper was formerly an account executive of North Advertising, Chicago.

QUANTITY

Photos Sell

MODELS

They couldn't mail a Model, so they sent a glossy photo. If *you* can't send your product, send a photo.

8 x 10 GLOSSY PHOTOS 9½¢ EACH (in lots of 100)

QUANTITY Photos will sell for you, because they are QUALITY Photos.

8 x 10 GLOSSY PHOTO PRICE LIST

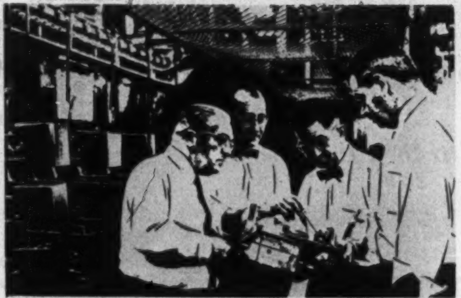
Number	12	25	50	100
Price ea.	20c	15c	12c	9½c

Write for complete Price Catalog

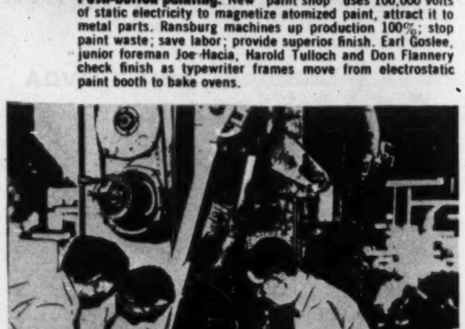
QUANTITY PHOTO CO.
119 W. Hubbard St. • Chicago 10, Ill.
Telephone SU 7-8288

A metalworking manufacturing report for advertisers

Plan session. Manufacturing management team at Royal McBee's Hartford plant reviews plans for new unitized assembly operation, next major step in cost reduction program. L. to R.: Earl W. Goslee, chief industrial engineer; Harold E. Tulloch, manufacturing superintendent; Donald Flannery, chief equipment engineer; Edward J. Brann, chief production engineer; Thomas W. Turner, chief tool engineer; and Lee MacFeiggan, production manager. (Chief methods engineer Frank Pelehach was unable to attend.)



Push-button painting. New "paint shop" uses 100,000 volts of static electricity to magnetize atomized paint, attract it to metal parts. Ransburg machines up production 100%; stop paint waste; save labor; provide superior finish. Earl Goslee, junior foreman Joe Hacia, Harold Tulloch and Don Flannery check finish as typewriter frames move from electrostatic paint booth to bake ovens.

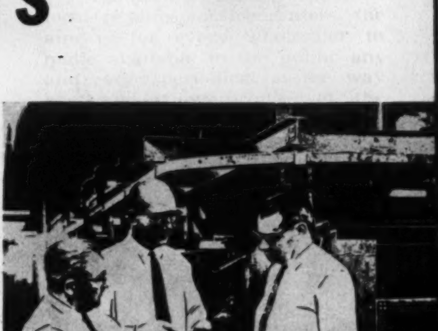


Typewriter-character blanks—10,000 of them an hour—punched out by press that saves $6,000 a year. Old method (at 3,000 an hour) used 4" steel bars; new process feeds continuous ribbon of steel from a coil. Junior foreman Stanley Zavatsky, George Colwick and Harold Tulloch huddle over handful of the parts.

Versatile, "more talented" business machines... constant challenge for

the brains behind Royal McBee's typewriter that thinks

Metalworking manufacturing team saves $3 million in two years by being alert to new ideas.



Tougher, longer-wearing type bars for high-speed electric typewriters are inspected by Earl Goslee, Lee MacFeiggan, Don Flannery. New automatic austempering installation doubles production (heat treats 14,000 type bars per hour), eliminates distortion and need for roll straightening, minimizes rejects, reduces labor and material costs.

Manufacturers Tie in with EEI's 'Flameless' Theme

The "flameless" theme of the Live Better Electrically campaign will be incorporated into campaigns of a number of manufacturers. So far, General Electric Co. and its Hotpoint division, Westinghouse Electric Corp. and the Kelvinator division of American Motors Corp., have decided to feature the word "flameless" and "You Live Better Electrically," in their national advertising and promotional material. Several other manufacturers are expected to follow suit shortly, according to Edison Electric Institute, New York, sponsor of the campaign.

'Beachcomber,' New Bi-Monthly, to Bow Oct. 13

Beachcomber, a new bi-monthly with a guarantee of 190,000, goes on the newsstands Oct. 13. Published by Ultramar Ltd., Chicago, with business and editorial offices in New York, *Beachcomber* will cater to vacation-minded Americans and Canadians interested in the Caribbean, Bermuda, the Bahamas, Mexico, Central America, Venezuela and Colombia.

Rates for the 8"x11" book will be based on $1,600 a b&w page, $2,800 a four-color page.

Wilson Leases WLBW-TV Site

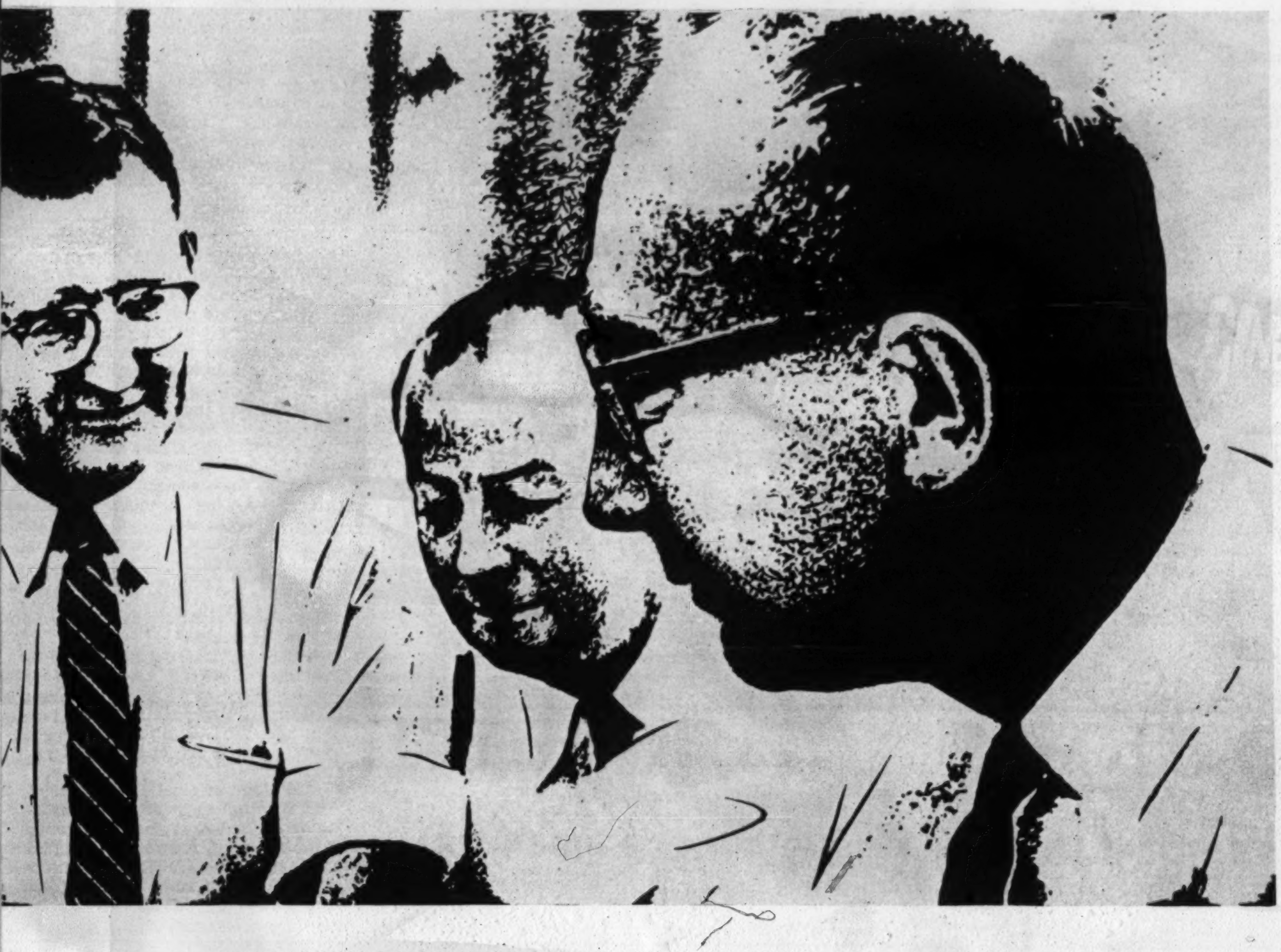
L. B. Wilson Inc., Cincinnati, has leased an entire building at 2133 N.W. 11th Ave. as studios for Miami's new channel 10, WLBW-TV. The FCC has assigned this channel to the Wilson company.

Ralph Hess Rejoins WDVA

Ralph Hess Jr. has rejoined WDVA, Danville, Va., as sales manager. He was an account executive when he left the station in 1959. Most recently, he worked in the life insurance field.

Exclusive OFFER! PURINA DOG Portrait Gallery
8 OF AMERICA'S MOST POPULAR DOGS
Only 50¢
PURINA DOG CHOW

STEP RIGHT UP—*Beginning Sept. 25, Ralston Purina will use two-color pages in Sunday newspaper sections and 58 newspapers to offer dog portraits like these, shown on a point of sale display piece. Gardner Advertising Co., St. Louis, is handling.*



How do you make an electric typewriter think for itself? Tab automatically (both vertically and horizontally)? Handle an entire billing operation at the push of a button? And how do you manufacture it of stronger, tougher, better parts—and save millions in the bargain?

This is the kind of continuing challenge that drives Royal McBee's manufacturing team—a group of optimists who believe that "making changes is important." The changes involved in producing the "typewriter that thinks" ranged from new methods of cold heading to heat treating . . . from systems for zinc die-casting to multiple paint spraying . . . from new machines for rod-straightening to spring-winding. And these are only a few of the dozens of cost-cutting improvements that enabled Royal McBee to bring out six major new products this year—at savings running into the millions.

Every other Monday, some 42,000 metalworking manufacturing men—like the team at Royal McBee—turn to American Machinist/Metalworking Manufacturing as a source book for new ideas, new materials, new machines in their continuing search for better, less costly ways to make things of metal. If your product can help them, give them the facts in AM/MM. They read it with their eyes and minds wide open, ready to buy. That's why it is the most direct, efficient, and effective way of selling to metalworking.

One machine now does the work of five operations. New Kingsbury machine drills, taps, and reams . . . delivers 194 escapement frames per hour vs. 25 by old method at $70,000 annual saving. Here, frames are examined as they come off automatic machine by Harold Tulloch, Ed Brann, process engineering supervisor George H. Colwick and Earl Goslee.

If your product is sold to metalworking, your advertising belongs in

American Machinist / *Metalworking Manufacturing*

A McGRAW-HILL PUBLICATION • 330 WEST 42nd STREET, NEW YORK 36, N. Y.

ABC

ABP

FASTEST SELLING SERIES IN SYNDICATION TODAY!

"BEST OF THE POST"

Buyers who know the best are snapping it up... **Pacific Gas & Electric Co.** (through Batten, Barton, Durstine & Osborn) signed the series for San Francisco, Bakersfield, Chico-Redding, San Luis Obispo, Salinas-Monterey, Eureka and Fresno . . . astute station groups like **Triangle** bought for all of their markets including Philadelphia, New Haven-Hartford, Altoona-Johnstown, etc., and **Crosley Broadcasting** for Cincinnati, Columbus and Atlanta . . . and the list of available markets shrinks every day!

Wire today to secure the "best" series—BEST OF THE POST—for your market!

I T C

INDEPENDENT TELEVISION CORPORATION

488 Madison Avenue • N. Y. 22 • PL 5-2100

OE 20 M=
500.000.000.00

"Office Executive" reaches twenty thousand decision makers whose companies spend over $500 million annually on office machines, equipment and supplies. These 20,000 men are the key executives who have the power to say "yes" or "no" to any and all office purchases within their companies. Sell them in the only magazine edited exclusively for top office administrators . . . "Office Executive". Write for sample copies and data.

OFFICE EXECUTIVE

Official Publication of the NATIONAL OFFICE MANAGEMENT ASSOC.
World Headquarters WILLOW GROVE, PENNSYLVANIA

Chase & Sanborn on Mutual

Standard Brands, New York, has placed an order with Mutual Broadcasting System for sponsorship of Monday-through-Friday, five-minute Galen Drake newscasts, as well as participations in "The World Today" four days per week and up to seven participations per day in other newscasts. The schedule, to promote Chase & Sanborn instant and regular coffee, will run from Oct. 3 through the end of December. J. Walter Thompson Co. is the agency.

Aunt Penny's Sauces in Drive

A 35-week campaign to promote Aunt Penny's sauces for Sunnyvale Packing Co., Sunnyvale, Cal., has been scheduled. A total of eight page ads have been planned for *Sunset Magazine*, and 18 California, Seattle, Portland and Tacoma newspapers will be used. The campaign, which will run through April 1, 1961, will alternately feature white, cheese and hollandaise sauces. Honig-Cooper & Harrington is the agency.

IT&T Unit Names Gaynor

The newly formed ITT distributor products division of International Telephone & Telegraph Corp. has appointed Gaynor & Ducas, New York, to handle its advertising. The agency already handles IT&T's components division.

FCC Pushes Search for Miami Licensee

WASHINGTON, Sept. 13—The Federal Communications Commission reported determination last week to move ahead with the selection of new licensees for Miami's tv Channel 10 and Boston's Channel 5.

The commission announced that it has instructed its staff to prepare an order which would reject a petition by Public Service Television Inc. to continue operations on Miami's Channel 10 until the case is presented before the court of appeals.

The decision to reject the stay order is still subject to a final vote by the commission, but the commission also announced it has given L. B. Wilson Inc., newly selected Miami Channel 10 licensee, a 90-day permit to go ahead with construction of a new station. L. B. Wilson is supposed to begin operating on Channel 10 Sept. 30.

■ The decision to force Public Service off of Miami's Channel 10 was announced by FCC in July, after a hearing on charges that undue influence was used in getting the channel. FCC also disqualified two of the three other original applicants for the Channel 10 permit (AA, July 18).

In awarding the channel to L. B. Wilson Inc., FCC noted it got the decision by default, as the sole survivor. It put a four month limit on the L. B. Wilson grant, and indicated that competing applications may be considered when Wilson comes up for renewal.

In a similar case involving Boston's Channel 5, FCC last week rejected a petition from WHDH Inc., to stay the effect of another July decision which puts Channel 5 "up for grabs."

FCC said in July that it is revoking the WHDH license because of irregular contacts with former Chairman George McConnaughey, but that WHDH will remain in the contest when the channel is reassigned.

The four original Boston Channel 5 applicants are to present their cases before the commission in the near future. Meanwhile, FCC has given WHDH a temporary license permitting it to keep the station on the air. #

Goldsmith Joins 'La Prensa'

Wallace H. Goldsmith II has been appointed advertising manager of *La Prensa*, Spanish-language daily published in New York. Mr. Goldsmith was formerly with Dillon-Cousins & Associates, Max Factor & Co., Foote, Cone & Belding and McCann-Erickson.

Fisher Named Marketing Head

Pepsi-Cola of Canada Ltd., Montreal, has appointed Edward R. Fisher to the newly created post of manager, marketing services. Mr. Fisher, formerly advertising manager, joined the company in 1952.

Stockton Names McCarthy

Stockton, West, Burkhart, Cincinnati, has appointed Richard F. McCarthy an account manager. Prior to joining the agency, Mr. McCarthy was local sales manager of WKRC-TV, Cincinnati.

*FIRST in America in Department Store ADVERTISING**

6TH in America in total Advertising

Cleveland Plain Dealer

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,347,689	$1,977,224	$4,324,913
Retail Food	581,935	498,319	1,080,254
Retail Drug	92,487	59,441	151,928
Automotive	357,776	368,264	726,040
Gas Stations	144,966	161,669	306,635
Furniture, Hsld. Appliances	121,723	86,025	207,748

(Source, Sales Management Survey of Buying Power, May 10, 1960)

Akron, Canton and Youngstown Counties are not included in above sales

HERE IS THE
COMPACT MARKET
WITH RETAIL SALES
LARGER THAN ANY
ONE OF 35
ENTIRE STATES

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.

** Source; Media Records*

TABLOIDS

Dealer Imprinting
Our Specialty

Any Amount — As Required
ALSO — MAGAZINES, CATALOGS, FOLDERS

SERSEN'S IMPRINTING
120 So. Sangamon Street
Phone: CH 3-2050 Chicago 7, Ill.

Who drinks all the soft drinks?

HARD PEOPLE, SOFT PEOPLE OR REAL PEOPLE?

Pretty obvious, isn't it? Real people drink all the soft drinks, because there just *aren't* any hard or soft people. But they *are* kind of fun to think about, aren't they? And they do help us make a point, because one hears so much about hard and soft people in business. So-and-so is a "soft goods man" because he makes pop. And somebody else is a "hard goods man" because he makes pop *bottles*.

But consumers can't be classified this way. They don't run around buying handfuls of unbottled pop. Nor do they pick up cartons of "empties" for the kids. Consumers don't specialize, in other words, the way people who make things do. Because consumers buy *everything*.

We specialize, too. Because we make advertising. But here's the point. Advertising is *all* we make. And advertising isn't made out of grapes or glass. It's made out of ideas and English and Art. So we can't be classified hard or soft, either. Not even as *individuals*. Why, one of our people has advertised cookware and cookies with equal success! And right now, he's writing about tires!

So please don't decide we're a "soft goods agency" or a "hard goods agency." We're an "advertising agency." And you can reach us by writing President's Office over our Detroit address.

CAMPBELL-EWALD ADVERTISING

DETROIT 2, MICH. · NEW YORK · CHICAGO · LOS ANGELES · HOLLYWOOD · SAN FRANCISCO · WASHINGTON · DENVER · ATLANTA · DALLAS · KANSAS CITY · CINCINNATI

ANOTHER QUESTION: If you wanted to interest kids in castor oil, would you hire a man who knows more about castor oil, or one who knows more about kids?

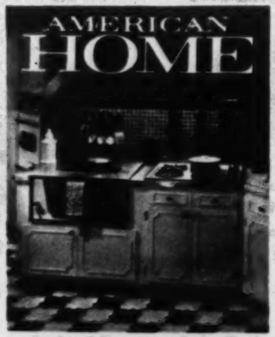
SUCCESSF
SALES EV

From September American Home

Editorial excitement like this has made the new American Home

A SMASH HIT ON NEWSSTANDS

40%, 20%, 32% over last year! That's the way newsstand sales are going, month after month. Today's American Home is making greater strides on newsstands than almost any other magazine ... and without special promotion! Incontestable evidence of how home-minded men and women are taking to its new graphic excitement and new wealth of useful ideas.*



A CURTIS MAGAZINE
READ BY 12,000,000
MEN AND WOMEN

***ADVERTISERS** like it, too New and renewed equipment and appliance accounts, to mention a few, include such big names as: General Electric, Carrier, Amana, American Gas Association, Singer, American-Standard, Briggs, American Telephone & Telegraph, Hotpoint, Hobart, Kohler, Minneapolis-Honeywell, Regina, Tappan, Crane, Rheem, Robertshaw-Fulton, Revere, Hardwick, MoeLight, General Time, Presto, Ekco, Mirro, Thermador, L-P Gas Council, and Frigidaire.

CONSIDER THIS FAMILY in Your Next Ad Budget

This South Bend family is typical of 72,200 other households in the Metro Area that are mighty important to your sales chart. They have more money to spend annually than any other household in Indiana . . . $7,553 to be exact. And while they're big spenders, they also manage to save. Bank deposits are at an all-time high in the city's history.

It's easy to reach this metropolitan group . . . 92% of them read The South Bend Tribune. They and their neighbors in The Tribune's 16-county area of pentration add up to almost a million people with nearly $2 billion to spend. Get into the South Bend market with a Tribune schedule. Write for free 1960 market data book.

The South Bend Tribune

Franklin D. Schurz Editor and Publisher

Story, Brooks & Finley, Inc., National Representative

Ogilvy Names Three

Guy Ahearn, formerly with Young & Rubicam, has joined Ogilvy, Benson & Mather, New York, as media supervisor for outdoor advertising. Paul Bures, formerly with J. Walter Thompson Co., has joined Ogilvy as a senior broadcast buyer. Frank Menner, formerly with Colgate-Palmolive Co., has joined the agency as administrative coordinator in the media department.

Herald Tribune Radio Moves

Herald Tribune Radio Network, Mt. Kisco, N.Y., will move its operational headquarters to its owned station WFYI, Garden City, N.Y., Nov. 1. The network's administrative office will remain at 595 Madison Ave., New York. An application to increase the 10kw station to 50kw has been filed with the Federal Communications Commission.

AUGUSTA
COLUMBUS
MACON
SAVANNAH

The Georgia Group is now a foursome

Savannah joins Augusta, Columbus and Macon to create a dynamic $2 billion dollar market

863,500 METRO POPULATION

The now combined Augusta, Columbus, Macon and Savannah trading area is 82 counties big. Total population is 1,778,300 . . . practically 50% of the state. City zone population is 575,782. And with a metropolitan population of 863,500, the Georgia Group cities rank 28th nationally.

A BILLION DOLLAR FAIRWAY

Everything is up in the Georgia Group market. Retail sales are at the rate of $1.3 billion annually. Food sales are well over $330 million. Automotive sales have passed the $251 million mark. Drug sales total $41 million. And the sale of general merchandise has topped $173 million.

PLAY THESE FOUR TO WIN

With a combined circulation of 266,213 daily and a Sunday total of 227,653, one shot with the Georgia Group lays you closer to the sales pin. And read in 4 times as many homes as any other newspaper, the Georgia Group papers deliver both massive coverage and incisive penetration of Georgia's sizzling second market.

A PACKAGE BUY WITH 13% SAVINGS

It's one order . . . one bill . . . and one check when you buy the Georgia Group. You save time, effort . . . and dollars . . . savings of 13% on each 10,000 lines. During the first quarter of 1960, the number of national advertisers making this package buy jumped 50% over the same period last year . . . with a 55% increase in the dollars they have invested in the Georgia Group.

Play with the winning foursome . . . with the bigger and more powerful Georgia Group.

THE Georgia Group

AUGUSTA *Chronicle and Herald*
COLUMBUS *Ledger and Enquirer*
MACON *News and Telegraph*
SAVANNAH *News and Press*

Represented nationally by THE BRANHAM COMPANY

Sources: SRDS 8/15/60 – Survey of Buying Power July, 1960 — ABC Statements 3/31/60

New Canadian TV Net Can't Take CBC Affiliates: BBG

MONTREAL, Sept. 13—All private tv stations linked with Canadian Broadcasting Corp. networks have been declared "forbidden territory" for private interests now planning a second tv network.

Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, in what amounted to a no-raiding declaration, said the BBG will not allow the CBC to be displaced by a private tv network in any area. Dr. Stewart, who made his statement before the governors recently, ended a two-day session on BBG-proposed rules for the second network and supported the stand taken by J. Alphonse Ouimet, president of the CBC.

Mr. Ouimet claimed the CBC needs the affiliated stations, now numbering 48 in Canada, not including satellites, to carry on its job of providing a national service to as many areas of Canada as possible. Dr. Stewart's statement insures that position through the board's power to demand CBC affiliation of any private station.

▪ This would result in every area in Canada which has tv getting CBC programming on at least one station. In cities or towns which have only one station, it would not be able to drop its CBC link and join a private network unless another station was established to pick up the CBC affiliation.

However, this situation would not prevent the second network company, acting purely as a program supplier in this case, from selling single programs or series of programs to stations already affiliated with the CBC.

▪ The new network, as now conceived, would link the so-called "second" stations in Vancouver, Edmonton, Calgary, Winnipeg, Toronto, Ottawa, Montreal and Halifax. New tv licenses have been granted this year in seven of those cities to private companies which will compete with existing CBC or CBC-affiliated stations. The CBC won the license in Edmonton and the existing private station there will drop its present affiliation and become independent of the CBC. #

Dow Corning Launches Fall Push for Syl-Mer Finish

Dow Corning Corp., Midland, Mich., will use magazines, network tv and store display events this fall to promote apparel, footwear and home furnishings featuring Syl-mer silicone finishes. The campaign will emphasize the Syl-mer trademark used on hangtags for silicone-treated merchandise.

Ads will run through November in *Harper's Bazaar, House & Garden Book of Decorating, Mechanix Illustrated, New York Times Magazine, Sports Afield, Sports Illustrated, The Saturday Evening Post* and *TV Guide*. On tv, it will be one-minute spots on "Beat the Clock," "Queen for a Day," and "Who Do You Trust?" (all ABC-TV). A dealer kit offers point-of-sale material for window and store displays as well as a fashion show program. Chirurg & Cairns, New York, is the agency.

Birdie Names Keyes, Martin

Birdie Co., Summit, N.J., and Easton, Pa., manufacturer of a one-man, battery electric golf car, has appointed Keyes, Martin & Co., Springfield, N.J., to handle its advertising and public relations.

Mutual Adds 4 Affiliates

Mutual Broadcasting System, New York, has added four new affiliates, all former independents. They are KBKW, Aberdeen, and KCLX, Colfax, Wash., and KRLC, Lewiston, and KRPL, Moscow, Ida.

A LEADER IN **NEW PASSENGER CAR** ADVERTISING...BECAUSE

The Chicagoans with more money to spend...spend more time with the

CHICAGO DAILY NEWS

The Chicago Daily News has been a consistent leader in new passenger car advertising for many years. Part of the reason: Daily News families buy new cars...their median income is $1070 a year higher than Metropolitan Chicago as a whole. The rest of the reason: Daily News families are receptive...93% of them read the paper at home and spend at least 35% more time with the Daily News than readers of the other Chicago dailies. The Chicago Daily News is a potent advertising force. Use it!

Send for your 1960 Chicago Consumer Analysis. Now available.

Herst-Allen Co. Agrees to Stop Discriminatory Co-op

Herst-Allen Co., Chicago distributor of household products, has agreed to a Federal Trade Commission consent order forbidding it from paying out discriminatory promotional allowances. The complaint charged that the company made discriminatory payments of $300 in 1958 and $150 in 1959 to a retail grocery chain with headquarters in Burlington, Ia.

The order requires that any future payments be on a proportionally equal basis, in accordance with the Robinson-Patman law.

SIGN HOLDERS for TRUCKS
TRANSIT BUS STYLE FRAMES
for changeable copy
ADVERTISING CARDS → FREE PHOTO ALBUM
THE YARDER MANUFACTURING CO.
724 Phillips Ave. Glenwood 4-5471 Toledo 12, Ohio

Revere Copper Sets Push

Revere Copper & Brass Inc., will run color half-pages and b&w quarter pages beginning in October in *American Home, Better Homes & Gardens, Bride's Magazine, Good Housekeeping, Gourmet, Modern Bride, Parents' Magazine* and *This Week Magazine* to promote its copper cookware. The themes will be "Good cooking starts with copper" and "Give the gift of good cooking." The utensils will be pictured against backgrounds designed to "conjure impressions of pride of ownership." Adams & Keyes, New York, is the agency.

N. J. Adclub Elects Loranger

Eli J. Loranger Jr., vp of the National State Bank of Newark, has been elected president of the Advertising Club of New Jersey. He succeeds Donald E. Lynch who has joined the Public Relations Society of America as executive director.

Mag Wholesalers' Group Goes Into Subscription Field

Nisco Planning Frontal Attack on Vanishing Newsstand Volume

CHICAGO, Sept. 14—Independent newsstand wholesalers, long irked at the trend away from single copy magazine sales and toward subscriptions, have decided that if you can't fight 'em, it makes sense to join 'em.

So 50 wholesalers have organized "Nisco"—National Independent Sales Co.—to handle subscription sales for magazines and periodicals.

Their slogan expresses the idea behind the organization: "Any periodical the way you prefer—single copy or subscription—from a home town man you know will give you complete satisfaction."

■ Offices of the association have been set up at 35 E. Wacker Dr., Chicago 1, under the direction of a board of directors comprising 15 wholesalers. Chairman of the board is James E. Sweeney, Oak Lawn News Agency, Oak Lawn, Ill. Secretary is William R. Aschmann, Milwaukee News Agency, Milwaukee.

Serving as president and vp of Nisco and managing the operation are Alan Deyoe and his son, Alan Jr., for more than ten years responsible for circulation policies and practices on *Popular Mechanics* prior to the purchase of that property by Hearst Corp.

■ Nisco hopes to attract as stockholders most or all of the 800 or so newsstand wholesale distributors in the U.S. and Canada, and to induce perhaps 15% of local dealers, as against perhaps 2% now, to sell subscriptions and to clear them through the wholesalers' sales company.

The organization has met with good response from magazine publishers, but will have to prove its ability to develop new subscription business if it expects to get the lowest available rates, ADVERTISING AGE was told.

"While Nisco will be classified as a catalog agency by the Audit Bureau of Circulations," Alan Deyoe Sr. said, "management attention will go well beyond the usual agency efforts.

■ "As rapidly as possible, individual instructions will be given to wholesalers in their own offices in methods of subscription sales promotion applicable to individual local areas.

"Organized as an association of local reading service centers, the aim is for every wholesaler to make available to the public any and every periodical in the way preferred, single copies at the newsstand or by subscription delivery, through a local, well-known business man who guarantees service and satisfaction. To many in the publishing industry, this development makes good sense." #

Creveling Joins Loewenfeldt

Gray Creveling, since 1946 promotion manager of the *San Francisco Examiner*, has resigned to become exec vp of Charles von Loewenfeldt Inc., San Francisco public relations company.

Molter to 'Family Circle'

Rita Molter, formerly an account director at General Public Relations, New York, a subsidiary of Benton & Bowles, has joined *Everywoman's Family Circle* as foods copy chief.

"TOO BAD, CHARLIE!"

The ad you thought would surely win a top award, didn't get past the first screening.

Why?

The concept was tremendous.

The layout was knockout.

The artwork was great.

But who let what blacksmith throw the type in?

Now all the let-down Art Director's friends are saying,

"Tschk! Tschk! Too bad, Charlie!"

The moral is: Be as careful about the type as you are about everything else. / Right typography can make judges cheer. Wrong typography can make judges retch. / You know as well as anyone, if you stop to think, that the way to get the right kind of advertising typography is to call in a member of the ATA. / He knows his stuff and he speaks your language. / He'll never let your advertisement down. / Remember your nearest ATA typographer has a brain and a heart and a phone number.

ADVERTISING TYPOGRAPHERS ASSOCIATION OF AMERICA, INC.
Executive Offices: 461 Eighth Avenue, New York 1, N.Y.

It Pays to Set Type Right

AKRON, OHIO
The Akron Typesetting Co.

ATLANTA, GEORGIA
Higgins-McArthur Company

BALTIMORE, MARYLAND
The Maran Printing Co.

BOSTON, MASSACHUSETTS
The Berkeley Press
Machine Composition Co.
H. G. McMennamin

CHICAGO, ILLINOIS
J. M. Bundscho, Inc.
The Faithorn Corp.
Hayes-Lochner, Inc.
Runkle-Thompson-Kovats, Inc.
Frederic Ryder Company

CINCINNATI, OHIO
The J. W. Ford Company

CLEVELAND, OHIO
Bohme & Blinkmann, Inc.
Schlick-Barner-Hayden, Inc.
Skelly Typesetting Co., Inc.

COLUMBUS, OHIO
Yaeger Typesetting Co., Inc.

DALLAS, TEXAS
Jaggers-Chiles-Stovall, Inc.

DAYTON, OHIO
Dayton Typographic Service

DENVER, COLORADO
The A. B. Hirschfeld Press
Hoflund-Schmidt Typographic Service

DETROIT, MICHIGAN
Arnold-Powers, Inc.
The Thos. P. Henry Company
George Willens & Company

HOLLYWOOD, CALIFORNIA
Bisch Type, Inc.
Nicholas-Preston Company

INDIANAPOLIS, INDIANA
The Typographic Service Co., Inc.

KALAMAZOO, MICHIGAN
Mahoney Typographers, Inc.

LOS ANGELES, CALIFORNIA
Ad Compositors, Inc.
Adtype Service Co., Inc.
Advertisers Composition Company

MILWAUKEE, WISCONSIN
Arrow Press

MINNEAPOLIS, MINNESOTA
Duragraph, Inc.

NEWARK, NEW JERSEY
Barton Press
William Patrick Co., Inc.

NEW YORK, NEW YORK
Ad Service Company
Advertising Agencies' Service Co., Inc.
Artintype, Inc.
Associated Typographers, Inc.
Atlas Typographic Service, Inc.
Central Zone Press, Inc.
The Composing Room, Inc.
Composition Service, Inc.
Diamant Typographic Service, Inc.
Graphic Arts Typographers, Inc.
Huxley House
King Typographic Service Corp.
Linocraft Typographers, Inc.
Master Typo Company
Chris Olsen Typography, Inc.
Frederic Nelson Phillips, Inc.
Philmac Typographers, Inc.
Royal Typographers, Inc.
Frederick W. Schmidt, Inc.
Harry Silverstein, Inc.
Supreme Ad Service, Inc.
Tri-Arts Press, Inc.
Typographic Craftsmen, Inc.
The Typographic Service Co.
Kurt H. Volk, Inc.

PHILADELPHIA, PENNSYLVANIA
Walter T. Armstrong, Inc.
Alfred J. Jordan, Inc.
Progressive Composition Co.
Typographic Service, Inc.

PITTSBURGH, PENNSYLVANIA
Davis & Warde, Inc.

PORTLAND, OREGON
Paul O. Giesey, Adcrafters

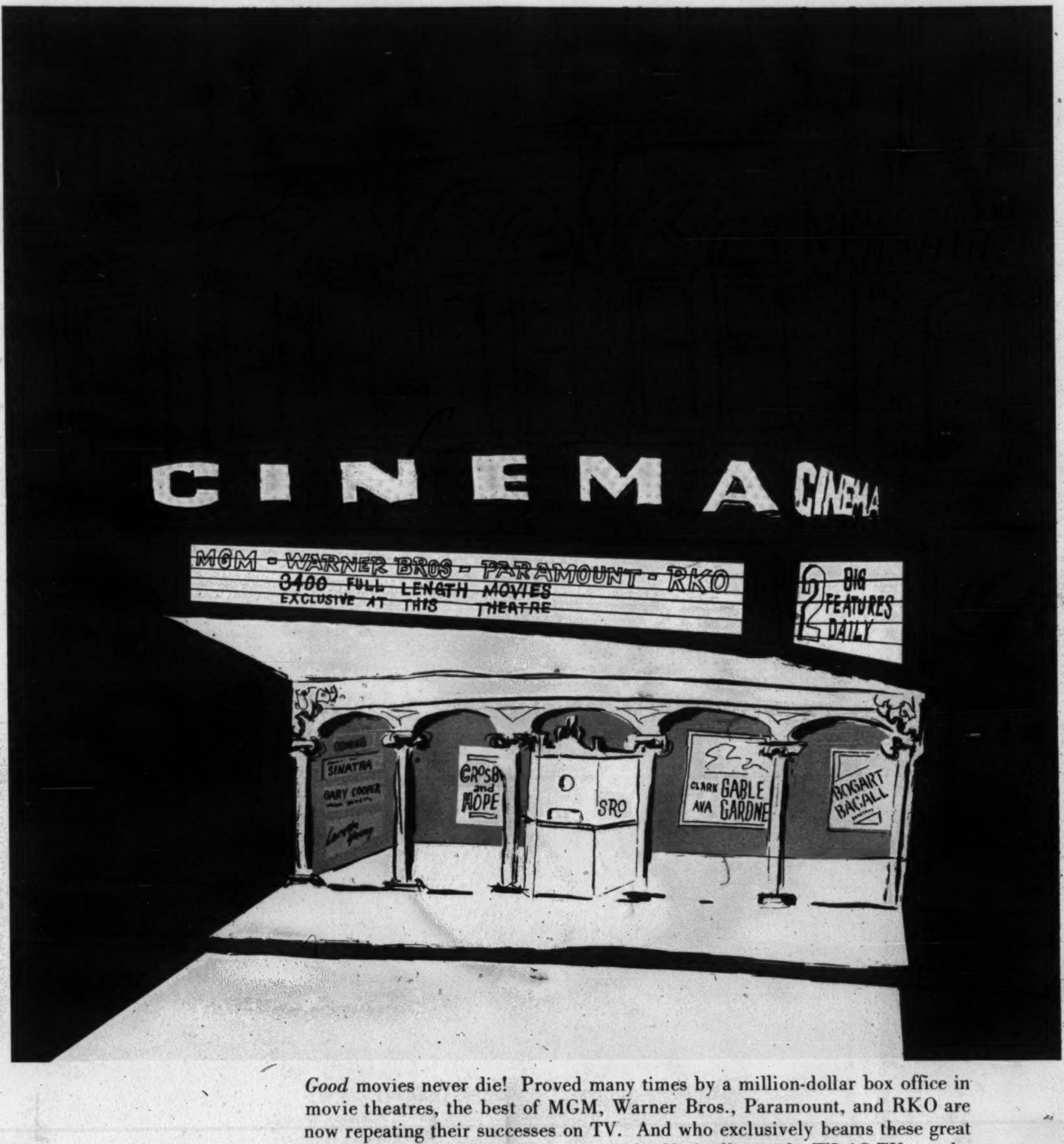
ROCHESTER, NEW YORK
Rochester Monotype Composition Company

SAN FRANCISCO, CALIFORNIA
Griffin Brothers, Inc.

ST. LOUIS, MISSOURI
Warwick Typographers, Inc.

SEATTLE, WASHINGTON
Frank McCaffrey

TORONTO, CANADA
Cooper & Beatty Limited


CINEMA
CINEMA
MGM - WARNER BROS - PARAMOUNT - RKO
3400 FULL LENGTH MOVIES
EXCLUSIVE AT THIS THEATRE
2 BIG FEATURES DAILY
SINATRA
GARY COOPER
CROSBY and HOPE
SRO
CLARK GABLE
AVA GARDNE
BOGART BACALL

Good movies never die! Proved many times by a million-dollar box office in movie theatres, the best of MGM, Warner Bros., Paramount, and RKO are now repeating their successes on TV. And who exclusively beams these great films to some 400,000 TV homes in the Nashville area? *WLAC-TV* . . . the station that went all the way with the top movie libraries . . . programming two shows a day to give you increased sales in 36 Kentucky, 3 Alabama, and a full 50 Tennessee counties. *WLAC-TV* leads the way with virtually exclusive network coverage too, ◉ of course.

WLAC-TV nashville

the "way" station *to the central south*

Ask any Katz man—he'll show you the way!

Robert M. Reuschle, General Sales Manager

T. B. Baker, Jr. Executive Vice-President and General Manager

Merger of Bates, Spitzer & Mills Is Set for Sept. 21

(Continued from Page 2)

tinue as vice-chairman and director, and W. H. Reid will remain as president and director. Mr. Mills also will become a director of Ted Bates & Co.

Theodore L. Bates, honorary chairman of the Bates agency, will be a board member of the new shop, as will William H. Kearns, vice-chairman of Bates; James C. Douglass, administrative vp of Bates; and J. L. Lewtas, a Canadian attorney, who will serve as counsel to the new agency.

Wm. H. Kearns

James Douglass

■ The Bates agency, founded in 1940 by Mr. Bates, is now billing over $150,000,000, it was said. This figure includes the billings of the English and Canadian affiliates. Combined personnel in New York, Hollywood, London, Toronto and Montreal was put at about 1,100 employes.

Spitzer & Mills, organized in 1926 as William Findlay Co., became Lord & Thomas of Canada in 1929. In 1943 it started operating as Spitzer & Mills. The agency said today it handled "nearly $7,000,000 in billings for more than 30 clients last year." #

Sawyer, Bush Name BVM

A. J. Sawyer Co., East Aurora, N. Y., manufacturer and designer of aeronautical and astronautical crew environmental support equipment, and Bush Bros. Products Corp., Little Valley, N. Y., manufacturer of Star Line bathroom and houseware accessories, have appointed BVM Advertising Service, Buffalo, to handle their advertising.

DR. DICHTER REPLIES!

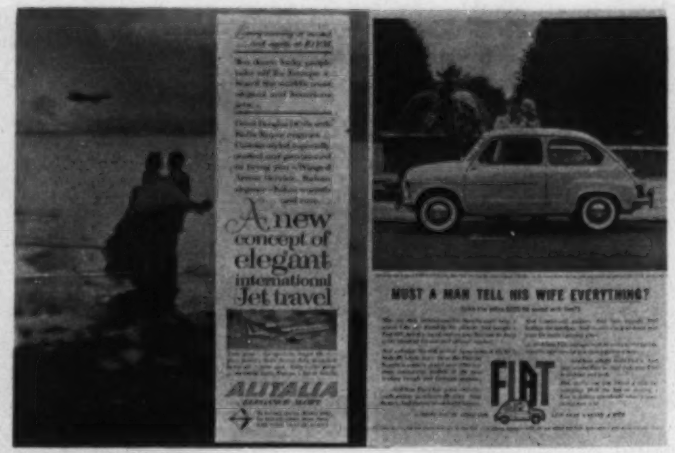
The "father" of Motivational Research eloquently answers the critics of MR and presents a challenging, fascinating account of the methods applied and results achieved in guiding human emotions in government, business, politics, and education. Everyone in advertising, public relations, and allied areas will find Dr. Dichter's book enlightening, astonishing, and rewarding.

THE STRATEGY OF DESIRE

by Ernest Dichter

$3.95 at all booksellers, or direct from
Doubleday & Co., Inc.,
Garden City, N. Y.

ERNEST DICHTER
THE STRATEGY OF DESIRE



A new concept of elegant international Jet travel
ALITALIA
MUST A MAN TELL HIS WIFE EVERYTHING?
FIAT

ITALIAN RENAISSANCE—*Alitalia and Fiat—two Italian companies—both changed agencies this year, and each is now striving to refashion its image. Following a high-fashion bent, Alitalia emphasizes sophistication ("A new concept of elegant international jet travel"); in a more realistic frame of mind, Fiat harps on economy ("Carries you in style for less than a penny a mile"). Gardner Advertising Co. now handles Alitalia; Grant Advertising services Fiat.*

Post Office Studies Contest Rules, May Enact Stricter Rules Against 'Chance'

WASHINGTON, Sept. 13—The Post Office Department's legal staff has been meeting quietly with big contest judging organizations in an effort to get assurance that "chance" isn't a big factor in the selection of winners.

Conferences deal largely with contests where such factors as "originality" or "neatness" are major judging criteria. This category encompasses some of the most popular types—jingle contests, name-the-product contests, fill-in-the-last line contests, etc.

The department's lawyers have been looking into the situation on their own for about four months, and there have been meetings recently with the Bruce Richards and R. H. Donnelley organizations. Others, including advertisers who are embarking on important contest promotions, have been invited to come in and talk.

Post Office general counsel Herbert R. Warburton said last week that the contest situation attracted attention because the department's legal staff isn't sure that published criteria, such as "originality," and "neatness" are sufficiently specific so that it is possible to pick winners without chance playing a major role.

■ In its conferences with contest organizations, the Post Office legal staff is engaged in a basic fact-finding operation. Contest organizations are being asked to provide information about the number of entries, the procedures that are used to narrow down the entries, and the criteria that are used by the judges to apply such terms as "originality."

"We are not accusing the sponsors or the judging organizations of a lack of integrity, in any sense of the word," Mr. Warburton em-

(Continued on Page 53)

HARDWARE RETAILER

first . . . because

They read it here first

and retailers and wholesalers in your prime hardware market get continuing coverage of industry news from HARDWARE RETAILER. They look to it as their prime news source because its editorial and research staff are newsmakers as well as reporters. Most of the industry's biggest news developments *start* on the pages of HARDWARE RETAILER.

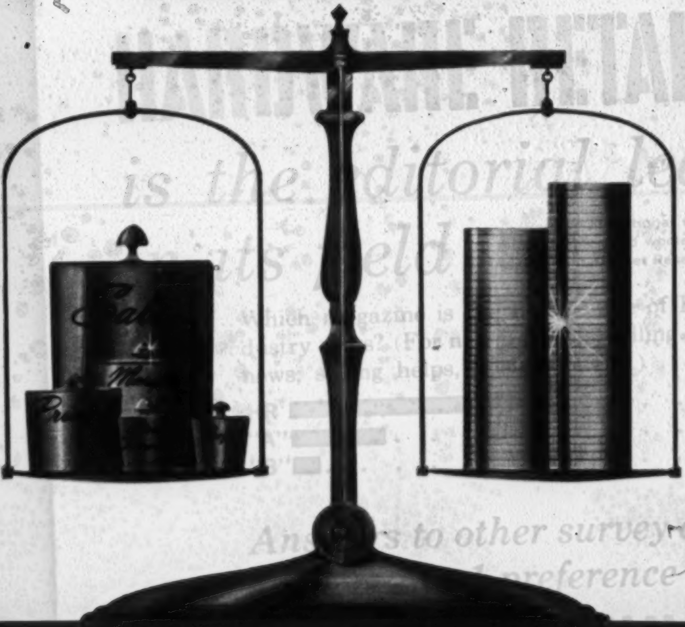
Your basic trade choice . . .

because it speaks with authority . . . it lends authority

published by National Retail Hardware Association • 964 North Pennsylvania St. • Indianapolis 4, Ind.

THE INDUSTRY MAGAZINE

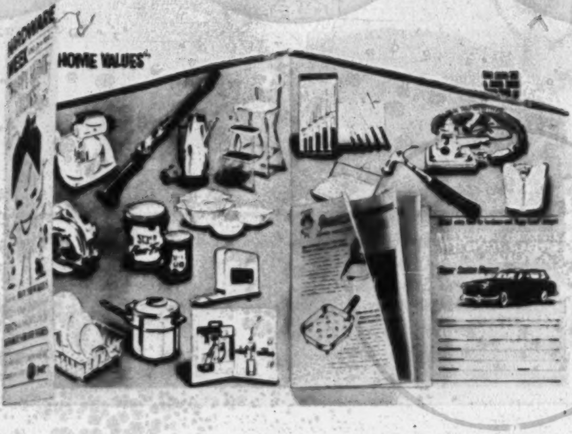
HARDWARE RETAILER



The big news events in hardware...reported first and exclusively in **HARDWARE RETAILER**

They read about it first in **HARDWARE RETAILER**

HARDWARE WEEK

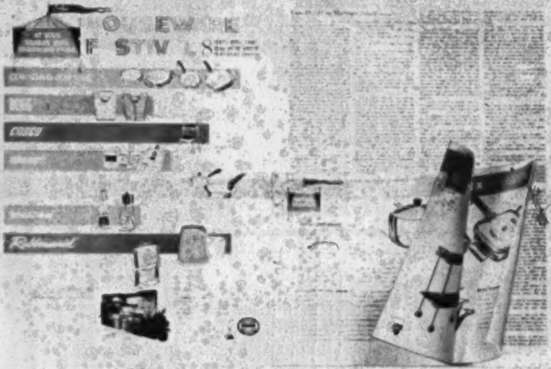


- Annually, the most powerful retail promotion geared to the entire hardware market.
- Backed by 4-color ad spectaculars in *Saturday Evening Post.*
- Complete 400-piece merchandising kits distributed to 23,000 retailers.

SUCCESSFUL INDUSTRY SALES EVENTS

They read about it first in **HARDWARE RETAILER**

HOUSEWARES FESTIVAL



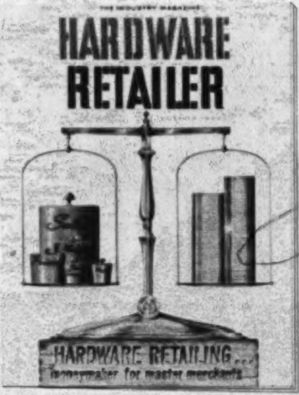
- Industry-integrated housewares promotion exclusively for hardware stores.
- Backed by comprehensive merchandising program and ad spectaculars in books like *Ladies' Home Journal.*

FAMILY GIFT CENTER

- Successful, industry-wide Christmas gift promotion themed for hardware stores only.

covered exclusively by **HARDWARE RETAILER**

They read about it *first* in HARDWARE RETAILER



THE INDUSTRY MAGAZINE

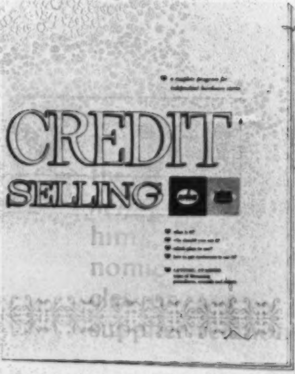
HARDWARE RETAILER

HARDWARE RETAILING... moneymaker for master merchants

Readers learn HOW PROFITS ARE MADE

- expense control
- turnover
- advertising
- margins
- variable pricing

A thoroughly documented study made possible by HARDWARE RETAILER'S vast research facilities . . . to be covered in October 1960 HARDWARE RETAILER.



CREDIT SELLING

CREDIT SELLING

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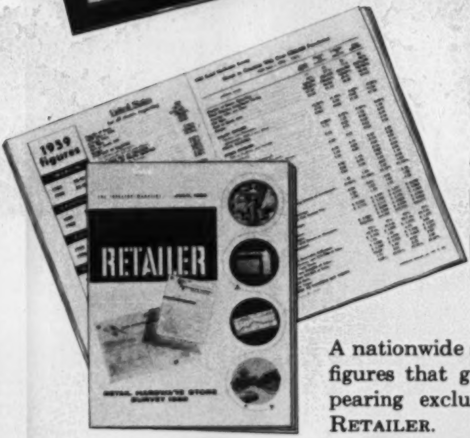
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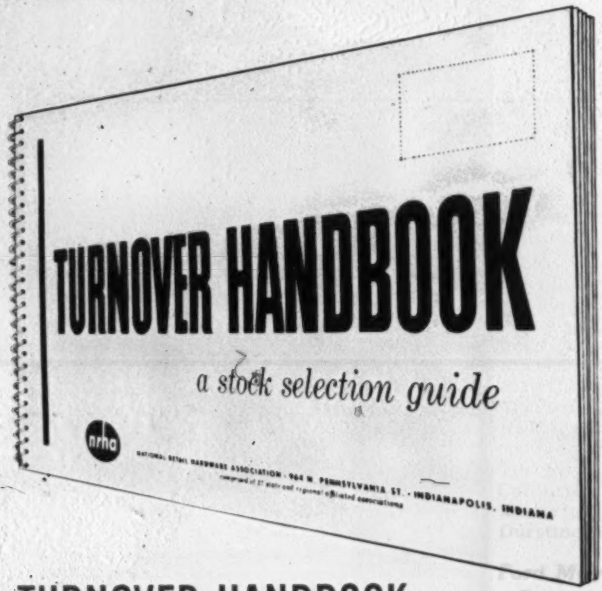
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HARDWARE RETAILER *is the leader in Quality Coverage* phasized. "We are attempting to rationalize something which is essentially subjective, and at this stage we simply want to know how the judging organizations do it."

He said the Post Office feels obliged to explore the problem because a contest involving the elements of prize, consideration and chance would violate federal lottery laws.

▪ The department's legal staff has made a practice of advising contest organizations about lottery law problems, and Mr. Warburton admits that existing contest procedures generally conform to what the Post Office has required. He said the department felt a need for more information because contests are bigger and more numerous than they have ever been in the past, and it has begun to doubt the adequacy of its previous position.

If the examination shows that judging standards are not sufficiently specific to preclude the possibility that chance will play an important role, the legal staff may eventually draft proposed regulations requiring contest organizations to use more effective criteria.

"At this stage," Mr. Warburton said, "we are merely examining. We are not investigating, by any stretch of the imagination.

"If we decide that rule making is warranted in order to provide more guidance," he said, "the rules will not be retroactive. And in any event the contest organizations will have an opportunity to appear at the hearing and present their objections and comments."

▪ As Mr. Warburton sees it, something of a legal "no man's land" exists so far as the newer types of contests are concerned. Although the lottery law has been unchanged for many decades, he finds nothing in past court decisions which provide assurance that terms like "originality" and "neatness" are sufficiently specific to "chance."

He said that when the department's experts began "rationalizing" some of the big contests several months ago they concluded that there was a good possibility that chance could be a possibility in determining the winners.

On the basis of this concern, the department decided to find out whether judging organizations had development procedures which would guard against this.

"If the standard is 'originality'," he said, "then we want to know this: When the contest ends and the judging starts, what factors lead to the final conclusion that entry 'A' is more original than entry 'B', or that entry 'B' is more original than entry 'C'?"

▪ He reiterated that the department does not want contest organizations or sponsors to feel that it has prejudged the situation in any respect. "We are operating in a vacuum here, in that we are trying to get something specific about a decision process which is largely subjective."

Some published reports said the department is also questioning whether the "reasonable facsimile" provision in contest rules provides a real escape from the ban on "consideration," but Mr. Warburton said today the department is not departing from past rulings which permit contest sponsors to accept a reasonable facsimile instead of a boxtop or carton.

Reasonable facsimile reportedly was in trouble because too much work was involved in drawing a facsimile, or entries which involved fascimiles were not given equal treatment. Mr. Warburton said reasonable facsimile was not mentioned in recent exploratory talks with the Bruce Richards organization and that it is not being questioned at this time. #

just wear a smile
and a Jantzen

A SMILE—*Jantzen Inc., Portland, Ore., is using this unusual outdoor poster featuring its "Just Wear a Smile and a Jantzen" advertising theme on Sunset Blvd. in Hollywood. The poster is said to use for the first time west of the Mississippi full color photo screen transparencies in conjunction with a trans-illuminated plastic background.*

Columbia Records Names Adler

Norman A. Adler, formerly vp and general manager of the Columbia Record Club, has been named exec vp of Columbia Records, New York, with responsibility for the entire marketing operation. This title has been vacant at Columbia for several months since Herbert Greenspon resigned to join Revlon Inc. as vp in charge of operations.

Hoyt, McNiff Adds 1

Higgins Inc., New Orleans, manufacturer of pleasure boats, tugboats, barges and other crafts, has appointed Hoyt, McNiff & Sullivan, Plainfield, N. J., to handle advertising. Higgins is a subsidiary of New York Shipbuilding Corp. and is one of the industries of Merritt-Chapman & Scott Corp. It plans a more active participation in the pleasure boat market. The account was formerly handled by Godwin Advertising, New Orleans.

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